

SOCIAL MEDIA IN CHINA

– A STUDY OF ATTITUDES, BEHAVIORS AND GENDER DIFFERENCES AMONG CHINESE STUDENTS

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Title: Gender Difference Influence on Attitude toward Social Media among Chinese Consumers

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Abstract:

Social media is developing rapidly and China has become the largest market of social media usage. Due to numerous international social media platforms being unavailable in China, Chinese consumers have different usage and attitude of social media from those in other countries. According to previous studies, consumers' usage and attitude of social media can be different due to their gender. Due to these two factors, it is interesting to study gender differences in attitudes toward social media in a Chinese context. By using questionnaires, data are collected from students in Shanghai, China. By applying SPSS, analysis of the results shows that Chinese online consumers basically have positive attitude toward using social media and positively think social media influence them. Most of Chinese respondents spend more than 1 hour on social media daily. Generally speaking, Chinese consumers use social media in order to communicate with others and search for different events. As to gender difference, Chinese women are more likely to follow a famous person by using social media than men. Both men and women use Wechat and Weibo the most frequently.

Keywords: (Gender, consumer behavior, attitude, social media)

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1 Introduction

Social media has grown tremendously during the last decade and developed quickly all over the globe (Marketing Charts staff, 2009). In 2014, 89 percent of adults who ages from 18 to 19 use social networking sites (PewResearch Center, 2014). According to Ioană and Stoica (2014), social media sites have had a big impact on consumers and the information on social media has already affected consumer behavior significantly. Companies are trying to put more efforts onto social networking in order to generate positive response and favorable attitude from related consumers (Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013). Previous researches show that online users' attitudes and usage (behavior) of social media can be affected by their genders (Clipson. T, Wilson. S, and DuFrene. D, 2012). This creates interests to study how gender difference can affect consumer attitudes and usage of social media.

China has been the largest market of social media in the world but Chinese consumers have a different social media usage landscape than those in other countries (Steimle. J, 2015). Chinese government blocked access to numerous Western social media sites such as Facebook, YouTube to control the Internet usage. This has only created an opportunity for domestic social media platforms to develop and expand usage population even more (Steimle. J, 2015). Due to this fact and combined with gender difference leading to various attitudes toward social media, this research is therefore to focus on Chinese consumers' different attitudes toward social media based on gender difference.

1.1 Social media

In terms of social media, the first email was sent in 1971 and more than 40 years on, the social media has taken the world and still growing (Whiteman, 2014). Social media platforms such as Facebook and twitter are used worldwide. Facebook is one of the biggest social networking sites, with 1.2 billion users; followed by MySpace, Twitter and LinkedIn (Whiteman, 2014). Statistics show that around 42 percent of online users use multiple social networking sites every day (Whiteman, 2014). What makes people attracted to social media is for the connection with people around the world (Whiteman, 2014). Internet allows us to send emails fast than sending letters through the regular mail which takes longer (Whiteman, 2014).

Whiteman (2014) shows that 63 percent of American users log on to Facebook daily, meanwhile 40 percent of users log on to multiple times a day. But there are different reasons for using social media. Some people like to browse at others update status and photos, and some use it as a way to relax. But Whitman (2014) says the main reason why people are using it is because of boredom relief and we use it for self-distraction. The behavior leads to addiction.

Nowadays, social media has been classified as following types or functions: social networking sites or communities, blogs, micro-blogging, Internet forums or message boards (BBS), photo or video sharing sites, book remarking community, search engine,

video sharing, collaborative information-sharing pages, and mobile applications. (Wright and Hinson, 2009).

With social media developing, individuals online have also started to conduct purchasing process (Heinonen, 2011). Consumers use social media to discuss products' quality, share shopping experience and knowledge with others, recommend products for friends who have the same demand and judge which brand of product is outstanding than other substitutes and purchasing worthy. According to Heinonen (2011), the user-generated content on social media platforms like Facebook, YouTube and MySpace, equipped the social media with another function, as a marketing platform. It is consumers themselves who contribute to the marketing content, which has also come to influence companies marketing strategy to some extent.

1.2 Social media in China

According to Stadd (2013), China is becoming a big user of social media, even though some kinds of social media like Facebook, twitter and YouTube are unavailable in China. There were about 513 million internet users in China, and 84 percent of online users contributed respectively to social media such as social networking, video uploading, photo sharing, and micro blogging, which was the highest rate in the world (Stadd, 2013). Since some international social media are unavailable in China, people in China use domestic social media platforms instead and the quantity of users is huge. For instance, there were about 300 million users on Weibo, a Chinese version of Twitter; nearly 200 million users have Renren, a Chinese version of Facebook, and about 431 million users use Tudou, a Chinese version of YouTube. All of those have similar functions to their international counterparts (Stadd, 2013).

According to China Internet Watch (2014), mobile internet users in China reached over 530 million, 83.4 percent of the total amount of internet users in China and the people who use mobile social apps today reached more than 60 percent. Among these users, 90 percent use their apps on their phone for an average of 1.5 hours per day.

1.3 Gender difference in social media usage

Ularu (2014) pointed that social media is playing an important role increasingly around the world. Accordingly, there is a need to study consumers' attitudes toward social media. Clipson, Wilson and DuFrene (2012) stated that males and females have different evaluation and use on technology, they also have different usage in social media.

A study provided by PewResearch Center (2013) pointed that from December 2009 to December 2012, females tended to use social networking site significantly more than males. Furthermore, a data from Ragan.com (2013) showed that among online users, 71 percent of women used social media while only 62 percent of men did.

Moreover, Hashtag.org (2013) provided more detailed information indicating that males and females have different preference on a variety of social media platform types. 62 percent of female adults log on Twitter monthly, which is 24 percent more than male adults. However,

64 percent of users on Google are males (Hashtag.org, 2013). That is to say, more females use Facebook, Pinterest and Twitter than males, while Google+, LinkedIn and YouTube are social media platforms more favored by males (Ragan.com, 2013). According to Clipson, Wilson and DuFrene (2012), although females are more cautious toward new technology than men, women of all ages show interests toward online community of a wider range, they prefer social, spiritual and relationship aspects on social media.

According to Rlaru (2014), gender differed not only from types of social networking site, but also from their behavior preference. As a study focused on Romanian shows, males are more likely to watch photo-video content, to read text and write; whereas females are more likely to use text, they accordingly prefer to use internet to read or write blogs, forums, provide comments there, and even send instant messages online (Rlaru, 2014).

1.4 Problem discussion

According to Akar and Topcu (2011), social media has developed a marketing function for consumers; and marketers were realized that consumers' usage of social media can help to improve their marketing strategies for the purpose of reaching out to customers. This is because customers believe that the information from online communities is more reliable than direct commercials (Akar and Topcu, 2011). At the same time, Akar and Topcu (2011) also emphasized that there were few researches focusing on consumers' attitudes toward social media and marketing with social media, which needs to be explored.

Due to Crampton (2011), as the usage of social media among Chinese consumers increased from time to time, marketers should also develop the understanding and knowledge of how Chinese consumers use and perceive the domestic social media platforms. Companies can accordingly conduct consumer research, issue products or service and manage public relations by using these social media (Crampton, 2011). Therefore, Chinese consumers' attitudes toward social media are also needs to be explored.

Since gender difference leads to different usage on social media (Clipson. T, Wilson. S, and DuFrene. D, 2012), marketers and companies are trying to generate positive response or create favorable attitude from related consumers for the marketing purpose (Vinerean, Cetina, Dumitrescu and Tichindelean, 2013). It is important for marketers to study different usage of social media. Furthermore, even though China has become the biggest market of social media around the world (Steimle. J, 2015), appealing more and more marketers, few researches have studied Chinese attitudes toward social media. Furthermore, it is interesting to study gender differences in attitudes toward social media in a Chinese context. Therefore, the study of gender difference in usage and attitudes of social media among Chinese consumers become the main issue.

1.5 Research purpose and research questions

The purpose of research is to study difference in attitude toward social media based on gender difference in China. In order to fulfil the research purpose, following research questions are listed:

1. What are Chinese consumers' behaviors toward social media?
2. What are Chinese consumers' attitudes on social media?
3. How do attitudes toward social media differ between male and female Chinese consumers?
4. What are Chinese male and female consumers' different behaviors on social media respectively?

1.6 Limitation of research question

In order to fulfill the research questions, questionnaires related previous research questions were sent to University of Shanghai for Science and Technology. 120 Business students in this university were respondents for this research. Therefore, the result of the research can only reflect the specific part (business college students in Shanghai) of Chinese consumers' attitudes toward social media based on gender difference.

2 Theoretical framework

2.1 Consumer behavior

Solomon, Bamossy, Askegaard and Hogg (2013) define consumer behavior as a process, which starts from pre-purchase, continues to purchase and post-purchase stages. Every consumer is affected by his or her own personality, attitude, emotions and perceptions. People have different purposes for purchasing a product, such as to maintain their lifestyle, to emphasize self-concept, to express their cultural identity. Consumers buy products or service from companies that can satisfy their needs, for example by making the customer feel welcome, important, understood and comfortable. And it is also based on their family life and household structures, their consumption patterns.

Consumer behavior is usually mistaken as only useful to the sophisticated and bigger establishments (Lake, 2009). But that is not the case. All size of companies can learn about consumer behavior, how the consumption pattern of the consumer is. Understanding is important, once companies understand the frame of consumer's behavior; they will create the right products and services in ways that consumers understand. Consumer behavior is a study of people and their purchase behavior to satisfy their demands to things they need. Consumer satisfaction is created when people get benefits which meet or beyond their expectations during purchasing process, from choosing to using the products or service. For example, when an individual has a need, the process of consumer behavior starts from the decision process. Throughout this process, the person has his/her mind set to find ways to achieve the need that the person has identified. Also, Lake (2009) mentions that in this process it include the person's feelings, thoughts, attitude and the behavior.

As mentioned previously, Lake (2009) defined that Consumer behavior is a study of people and their purchase behavior to satisfy their demands. Behaviors are a set of actions; meanwhile, Ajzen and Fishein (1980) mean that a single action is a specific behavior

performed by an individual; and behavioral categories hold a variety of actions rather than one single action.

2.1.1 Single actions and behavioral categories

According to Ajzen and Fishbein (1980), people usually infer the meaning of an individual's behavior; and people tend to figure out one's inference of behavior by imaging as if they were conducting some specific actions. In fact, the inference about some meaning or purpose of behavior includes categories of behavior. Behavioral categories cannot be observed directly, but they can be judged due to some specific actions or behavior. As an example, "aggression" cannot be observed directly, but due to some actions, we can define whether it is aggressive or not.

Single action is what can be observed by people. It is defined as "*a specific behavior performed by an individual*" (Ajzen and Fishbein, 1980). And due to the single actions performed, we can infer the meaning or the purpose of the behavior, but whether the inference of action is reliable is difficult to judge, which needs a high inter-judge reliability.

Behavioral categories contain a series of actions rather than one single action. They cannot be directly observed. However, they are "*inferred from single actions assumed to be instances of the general behavioral category*" (Ajzen and Fishbein, 1980:31). For instance, it is impossible to infer going on a diet by only observing someone is not having a meal, but dieting can be inferred from such behavioral categories as eating or drinking little and taking diet pills at the same time (Ajzen and Fishbein, 1980).

In short, when analyze individual's purpose and meaning of behavior, researchers need to infer the behavioral categories through observe each single action and combine all the observations together (Ajzen and Fishbein, 1980).

According to what has been discussed above, consumer behavior is defined as a process, which starts from pre-purchase, continues to purchase and post-purchase stages (Solomon, Bamossy, Askegaard and Hogg, 2013). This process includes a person's feelings, thoughts, attitude and the behavior (Lake, 2009). As a part of consumer behavior, attitude is a reflection of consumers' values. Attitude is defined as "a lasting, general evaluation of individuals, objects, advertisements or issues" (Solomon, Bamossy, Askegaard and Hogg's, 2013:292). Since the concept of attitude is an important part of consumer behavior (Solomon, Bamossy, Askegaard and Hogg, 2013), the next sections therefore investigates attitudes, the relationship between consumer behavior and consumer attitude.

2.2 Consumer attitude

According to Solomon, Bamossy, Askegaard and Hogg (2013), attitude is an important part of the theory of consumer behavior. Krech, Crutchfield, and Ballachey (1962) argued that an individual's attitude can direct his/her social behavior, including religious behavior, personal habits, political activity, purchasing or selling products. Attitude is regarded as a connection between an attitude objects and evaluation category (Albarracin, Johnson, Zanna, and Kumkale, 2005; Zanna and Rempel, 1988). Attitude object refers to anything towards which one has an attitude. It can be a person, an event or even an abstract entity (Ajzen and Fishbein, 1974). Ajzen and Fishbein (2000), proposed to use term "attitude" to refer to the evaluation or behavior which shows that a person takes a stand for or against someone or some objects. In Solomon, Bamossy, Askegaard and Hogg's (2013:292) consider attitude as "*a lasting, general evaluation of individuals, objects, advertisements or issues*". Since the concept of attitude has

been improved by researchers from time to time, in this research, we defines attitude as an individual's continuous evaluation of some specific objects, persons, commercials or issues (Solomon, Bamossy, Askegaard and Hogg, 2013).

Since the late 1950's, researchers agreed a multicomponent view of attitude. Rosenberg and Hovland's (1960) study represented the three component view of attitude. They are affect, cognition and behavior intention, which means there are three different types of responses to the stimuli. This view explained that attitude towards an object conducts all these three responses to the "Stimuli", such as individuals, situations, social issues, social groups and other "attitude objects". Ajzen and Fishbein (2000) explained these three components: the cognitive component can be determined by direct observation or personal experience. The affective component refers to feelings and values. And the behavioral intentional component depends on the cognitive and affective components. Based on these, each component of attitude related with such various external and internal factors such as personal experience or observation, and each change of these factors can make attitude change (Ajzen and Fishbein, 2000).

According to Eagly and Chaiken (1993), attitude can form in three different ways: unconsciousness, consciousness and integration combined unconsciousness and consciousness. When individual's attitude imitates himself/herself, or his/her attitude is impacted from others', it was regarded as created unconsciously. When individual's attitude is created by themselves and without impact of others' attitude, it can be recognized as conscious creation. Occasionally, Attitude can be formed with the combination of consciousness and unconsciousness.

2.3 Relationship between attitude and behavior

2.3.1 ABC attitude Model and hierarchies of effects

According to Solomon, Bamossy, Askegaard and Hogg (2013), the three components of attitude, affects, behavior intention and cognition can be remembered as ABC model of attitudes. Ajzen and Fishbein (2000) explained that from the three components, cognition is perceptual response, affect is an emotional feedback and behavior intention is behavioral directed component. Generally speaking, the ABC attitude model links and pinpoints the relationships among the process of knowing, feeling and doing (Solomon, Bamossy, Askegaard and Hogg, 2013). Solomon, Bamossy, Askegaard and Hogg (2013) also write that the relative importance of these three components can vary according to consumers' level of motivation of the attitude object. Accordingly, a hierarchy of effects is developed by attitude researchers in order to explain the interaction among these three components, *affect, behavior and cognition* (Solomon, Bamossy, Askegaard and Hogg, 2013).

As to the standard learning hierarchy, cognition leads to affect, then affect directs behavior, the relationship is viewed as Think→Feel→Do. In this situation, consumers recognize and perceive the products by gaining the knowledge from it. Then they evaluate the perceived knowledge and form the feeling about the product. After that, consumer will have an intention of purchasing that product. Attitude is therefore formed based on cognitive information processing, leading to behavior (Solomon, Bamossy, Askegaard and Hogg, 2013).

The second is the low-involvement hierarchy. The relationship is viewed as Do→ Feel→Think. In this condition, attitude is formed on the basis of behavioral learning process. That

is to say, attitude is consequently directed by behavior. Therefore, consumers in this situation always do not have a personal opinion or preference to a specific brand or attribute of the product. They are likely to act on even though lack of knowledge or evaluation. After the product is purchased and used, consumers create and strengthen the experience and feeling about the product and then form the knowledge about how the product is. And what advantages or disadvantages the product has. This type of consumers is not sensitive to the brand-related information, but will be affected by behavioral learning such as using experience (Solomon, Bamossy, Askegaard and Hogg, 2013).

The last is experiential hierarchy, viewing the relationship as Feel→Think→Do. Consumers respond to the product by their personal emotion as the first step, then engaging the behavior such as purchasing the product based on the previous feeling. In this condition, attitude is based on hedonic consumption. Therefore, even though a consumer is not familiar with a product, they are still likely to purchase that due to forming a positive feeling probably because of the package, the designing or even the advertisement of the product which can leave a good image and provide an emotional pressure for the first glance rather than its functional advantages (Solomon, Bamossy, Askegaard and Hogg, 2013).

Based on the previous literature, attitude can be formed respectively on the basis of cognitive information processing, behavioral learning processes, and hedonic consumption (Solomon, Bamossy, Askegaard and Hogg, 2013). These bases of forming attitude also contain the relationships between attitude and behavior: attitude can lead to behavior while attitude can also be directed by behavior (Solomon, Bamossy, Askegaard and Hogg, 2013).

2.3.2 Theory of planned behavior

Ajzen (1991) developed the theory of planned behavior, which helps to understand more deeply about how people change the personal behavior pattern: Individual's behavior is shaped by three different components: attitude toward behavior; subjective norms, which is influenced by the expectation of others; and perceived behavioral control (Ajzen, 1991). Attitude toward behavior creates a favorable or unfavorable evaluation to the behavior; subjective norms involve perceptual pressure from external environment (Fishbein and Ajzen, 1980); and perceived behavioral control refers to the individual's perceived comfort or discomfort, ease of difficulty of performing the behavior (Ajzen, 1991).

Ajzen and Fishbein (1977), it is rational for an individual to have a favorable attitude toward some object and perform favorable behavior at the same time. Also, it is expected for a person who has an unfavorable attitude toward some object and makes unfavorable behavior meanwhile. This is because individual's attitude towards an attitude object is determined by their beliefs (Fishbein and Ajzen (1975). According to Fishbein and Ajzen (1980), beliefs can be divided into three types: *behavioral beliefs*, *normative beliefs*, *controlling belief*.

Behavioral beliefs are based on attitude toward behavior. If a person who believes that a following behavior will cause a positive outcome, he will have a favorable attitude toward that behavior, and finally will be likely to perform according to the attitude toward that behavior. For instance, if a person believe that purchasing video game may lead to make his children pleased, and can have fun with friends gathered, due to these behavioral beliefs, he/she will be likely to buy the video game. However, if the person thinks buying a video game will make children be addicted on that, and the living budget will be increased because of the high price, due to these, he will hold unfavorable attitude toward that behavior, thus probably not

purchasing the video game (Fishbein and Ajzen, 1980). Consequently, in this condition, whether attitude is positive or negative is determined by behavioral beliefs. Meanwhile, positive attitude can lead to positive behavior and vice versa (Fishbein and Ajzen, 1980).

On the other side, normative beliefs are always based on an individual's subjective norm (Fishbein and Ajzen, 1980). That is to say, an individual believes what he is motivated to perform is because of the social pressure which urges he to do. For instance, if a husband think buying a video game is also his friends' and families' wish, he may be motivated to purchase due to perceived theses subjective norms (Fishbein and Ajzen, 1980). Therefore, subjective norm may influence the behavior due to the external factors such as social pressure. And individual's personal attitude will not affect the behavior in this position, they may also have positive behavior even though they have negative attitude toward behavior (Fishbein and Ajzen, 1980). For example, the consumer already know that he/she doesn't like that store because she believes that it's too expensive for her, but she may still go there with a friend and end up buying something from that store due to her friends' persuasion or suggestions. Her behavior belief caused an unfavorable attitude toward the behavior, but the subjective norms from her friends led the favorable behavior in the end (Fishbein and Ajzen, 1980). Generally speaking, it can be considered that a given behavior is consistent or inconsistent with the attitude of a person (Ajzen and Fishbein, 1977).

Based on the two types of beliefs, behavioral and normative beliefs, the third type of belief, control belief, which is with connection to perceived behavioral control. These three types of beliefs are related with attitude towards behavior, subjective norm and perceived behavioral control (Ajzen, 1991).

According to Ajzen (1991), as it is thought generally, the more positive attitude toward behavior and subjective norm are, with the greater perceived behavioral control, the stronger intention of behavior should supposed to be and the more favorable behavior is considered to perform. In short, according to the theory of planned behavior, it is these three factors, attitude toward behavior, subject norm and perceived behavioral control that can impact on the intention and predict individual's behavior (Ajzen, 1991).

According to the ABC model of attitude, in a standard learning hierarchy, attitude can lead to behavior, while in an experiential and in a low-involved hierarchy, behavior forms attitude (Solomon, Bamossy, Askegaard and Hogg, 2013). According to the theory of planned behavior, different attitude can determine different types of behavior due to three types of beliefs; given behavior can be either consistent or inconsistent with the attitude of a person due to the behavioral beliefs, normative beliefs and controlling beliefs (Ajzen, 1991). Besides, attitude toward behavior, subject norm and perceived behavioral control that can impact on the intention and predict individual's behavior (Ajzen, 1991). Based on the previous theory, attitude is a dominant which can have influence on an individual's behavior.

Attitude towards behavior, subjective norms and perceived behavioral control can be affected indirectly by individuals themselves and social background, thus having influence on individuals' behavioral intention and determining their behavior (Ajzen. 1988, 1991). As social media becomes popular in people's lives (Spello, 2013), individuals rely on social media increasingly. Due to this social background, the purpose is to explore individuals' behavior and attitude of social media based on gender difference. Social media is one of the knowledge that needs to be studied in this case.

2.4 Social media

2.4.1 Role of social media

Social media is a main part of the Internet nowadays. In Spello's (2013) study, social media has become popular in our personal lives but also our professional lives. It's either way to keep in touch with friends and family or a place to share your life, with picture or videos. Spello (2013) also pointed out that social media is more than a social service, a place where staff, colleagues and customer share critical information that can be helpful to them. Social media is an important tool for people today. Majority of people get most of the news through Social media and even job opportunities. One of the biggest platforms they will likely emphasize is typically Facebook and Twitter. It's obvious that Facebook play a big role in most of our lives. There are more than 1 million people who has Facebook, half of them log into Facebook every day and spends more than 20 minutes a day on it. Facebook is where many people go for information and news. Another platform, Twitter where they able to follow celebrities but also for critical news from their followers. For many people and organization, including the traditional media, Twitter was a tool for "up-to-date" during the Boston Marathon bombing. Reporters would use the twitter feed to report the breaking news and looking at their phone to check the news from other reporters. Twitter may not have as much of users as Facebook but enough to be one of the most popular platforms (Spello, 2013).

A study from Ipsos Open Thinking Exchange by Wiltfong (2013), which reports that Americans in the age range 18-34, spend on average 3.8 hours a day on social networking from a mobile phone, computer and/or tablet. But 20 percent of these users aged 18-34 claims to spend 6 hours or more per day social networking. When taking a look at other countries like Turkey, Argentina, Russia and Indonesia, these countries respectively spend on average 4.9, 4.7, 4.6 and 6 hours on social media.

According to what has been discussed above, social media can be either a waste of time or it can perhaps save lives, as long as individuals can separate the good information and bad information. There are thousands of tools and platforms that are available out there but only two popular platforms were mentioned here.

2.4.2 Characteristic of social media

Solomon, Bamossy, Askegaard and Hogg (2013) summarized that social media have such characteristics: conversations, presence, collective interest, democracy, and standards of behavior, level of participation and crowd power. Explanations of each character are as followed:

Conversation means that people can communicate with each other through social media. Although they type words or send messages rather than really speak, it still makes online users feel like that they are talking to each other. Presence is regarded as the effect of individuals' being exposed to and interacting with others through the social media. Collective interest can gather individuals. Users can communicate, share and stay together online based on their social activities, hobbies, goals and even beliefs, just like having a friend group offline. Democracy refers to rule by the individuals. Online community is a democratic

environment; those who have the reputation or fame from the general members are all likely to be leaders online (Solomon, Bamossy, Askegaard and Hogg, 2013). A standard of behavior involves some unspoken rules online besides some rules are stated overtly. For instance, when individuals buy stuff on e-Bay, they are acquiescently agreeing the legal contract and pay for it. Level of participation can be criteria to judge whether a social media platform is popular or thrived. Participation is a challenge to the social media because most users online are lurkers; they always receive information more rather than post or share their own contents. Researchers found that only 1 per cent of users on a typical social media platform regularly participate while the others only post sometimes (Solomon, Bamossy, Askegaard and Hogg, 2013).

So if individual can post or participate more easily on social media, the online community will grow faster and be more popular. Crowd power contains an incredible power of the groups of individuals. It means in the right conditions, a group will make the more reasonable decision than an individual even though he or she may be the smartest one in the group. This is because the wisdom of the crowds. So individuals may be able to share their experience or post remarks of the products on social media and others who have the same experience will follow together, forming a guide or reference to others who have no idea about the product or brand. The crowd power is likely to become a feedback or a demand for companies to market with consumers rather than market to consumers. Marketers can interact with customers and build customer relationships according to the crowd power (Solomon, Bamossy, Askegaard and Hogg, 2013).

2.4.3 Social media for business



Figure 2.1 the similarity of functions between Chinese social media platforms and international ones.

According to Neti (2011), the status of social media cannot be ignored from the whole online world, which are both important to individuals and marketers. Global companies are aware of social media platforms as marketing channels, to use them with innovation, making them powerful to meet the marketing goal. Social networking sites, in particular, provide opportunities for companies to interact and communicate with potential and current

consumers for the purpose of customer's relationship maintenance (Mersey, Malthouse, and Calder 2010).

According to Schmidt and Ralph (2011), Social media has opened more doors and opportunities to connect and network with family, friends and customers. Networking is not new to the business world or to the world. By that, marketing has different tools as well. There are four types of social media, the first one is social networks or online communities; the second is blogs; the third one is micro blogs and the last one RSS. Schmidt and Ralph (2011) explain that businesses can use blogs, Social networks like Facebook, LinkedIn and Micro blogs like Twitter. These social media tools involve new skills as different methods. Companies need to know which social media the company should and shouldn't use in the market to marketing their product, service and company. However, Social media is growing, that's for sure. Companies can either way choose to embrace this tool and use it to their advantage or they can choose to not use it, by that mean they cannot prevent their members of social media. Facebook and LinkedIn are some of the most known social networks that are available to the public. Facebook reaching 750 million members in 2011 and 1.5 million companies have joined Facebook; companies of all kind of sizes are able to use social networks to their advantage. Micro blog such as Twitter is to communicate quick and easy. Numbers of people who use Twitter are to follow people and have the personal connection with others.

Kuhikar (2013) define social media as media for social interaction with community, it includes web and mobile technologies and social media has changed the way communities, organizations and individuals communicate. Social media marketing are putting more effort through social media sites like Twitter, Facebook, Blogs, and YouTube etc. It has become a platform that is a fast and easier way to access, as long you have connection to Internet. Communication between organizations and customer has increased and so the brand awareness and customer service due to feedback from customers. The platforms that are mentioned before (Twitter, Facebook, Blogs and YouTube) are the most popular platform for organizations. Blog provide information on a particular topic or subject sometimes-personal information, while some organization uses it as an online brand advertisement. As a blogger, bloggers can publish post on their blog using text, videos and photos. Facebook is a platform that connects people with friends, people whom work, study or work around them. Facebook has over one billion active users, people there can share pictures, video and share their status update. Companies uses Facebook as a place to market their products and service through Facebook pages, their customer can like the page and get updates in their new feed from that company, in that way companies engage and grow their audience by keeping the customers updated. Twitter is online micro blogging, it allows the audience to send and read text messages, which called tweets. Companies advertise their products and services on twitter, at the same time they can read customers feedback and respond them back fast. Last one, YouTube, is an online video-sharing platform. People don't need to be registered to watch videos, and people who are registered can upload. There are hundreds of million people who are active on social media today, and they interact frequently. Social media is low-cost and it will be future of marketing tool (Kuhikar, 2013).

2.5 Gender difference in social media

Gender is defined as the social significance of sex. It includes a series of characteristics and behaviors which are categorized differently with males and females in specific social environment (Vivien, 1998).

Men and women are claimed to be different with different emotional capacities, behaviors and character patterns (Vivien, 1998). In humans' lives, there are numerous aspects in which are gendered. For example, men and women have difference in body language; they have different handwriting forms and shapes; and they even have different styles of personal possessions such as clothes and watches (Vivien, 1998).

Men and women are different in the perspective of their emotional reactivity (Pera, 2013). As we noted earlier, according to experiential hierarchy of the ABC model, emotional feeling leads to attitude (Solomon, Bamossy, Askegaard and Hogg, 2013). That is to say, gender difference can impact attitude forming differently (Pera, 2013; Solomon, Bamossy, Askegaard and Hogg, 2013). Bernard and Whitley (1997) also demonstrated that gender difference can affect different attitudes. As an example of a specific study, men have more positive attitude toward computers and consider themselves more qualified with computer-related works, whereas women has more negative attitude toward computers and computer related works (Bernard and Whitley, 1997).

However, since the Internet has popularized increasingly worldwide, it becomes more affordable, accessible, and easier to use. Gender difference in the usage of internet has accordingly changed. Women have more favorable attitude towards using the internet than before (Weiser, 2000); and particularly, they have more positive attitude toward E-mail and inter-personal communication through internet than men (Weiser, 2000).

According to Ajzen (1991), as one of the factors determining the individual's behavior, attitude toward behavior creates a favorable or unfavorable evaluation which leads to different behaviors. Since it has been explained that gender difference has influence on attitude generation (Bernard and Whitley, 1997), attitude generation based on gender difference may lead to various behaviors.

Weiser (2000) found that males use internet mainly for the purpose of leisure and entertainment. They have a more significant tendency to use internet for shopping, listening to audio broadcasts, searching for hard-to-find products, and participating in online games. On the other side, females use internet primary for interpersonal communication and academic purpose. As the report shows, women are more likely to use internet for communicating with new people, using E-mails, obtaining course information (Weiser, 2000).

In the perspective of social media usage, studies of gender difference have shown that although women are more likely to be cautious with new technologies, they have differences on expecting, evaluating and using social media from men (Clipson, Wilson and DuFrene, 2012). 57% of people on Facebook are women, they are more active and they also spend more time sending text messages than men (Clipson, Wilson and DuFrene, 2012). Females are also found to spend more time on using social networking sites (Junco, Merson and Salter, 2010). Moreover, Clipson, Wilson, DuFrene (2012) says women of all ages showed interests toward online community of a wider range; they also emphasize more on social, spiritual and relationship aspects on social media: In western cultures, activities on social media sites, such as Facebook, Instagram and Twitter, any social networking related to keeping up with family or friends are usually dominated by women (Clipson, Wilson and DuFrene, 2012).

A study done by Ularu (2014) in Romania about Gender differences in online media usage, explaining how important social media are nowadays and the usage of it varies when it comes

to women and men. According to Ularu (2014), women in Romania tend to be more interested in using social media than men and women prefer messaging more as well. Ularu (2014) also explain that women use internet mostly to watch TV or talk with other people. The age of these social network users are between 15 - 34 years old and have low income. In the study they also found that Information, Social networking and messaging are the top 3 more favorite when women had to rate their favorite. Women seem to be more interested in socializing, playing gamed, accept invitation from other people and answer surveys on internet than men. Ularu (2014) also pointed posting statuses and comments are more likely to occur for women than for men. When it comes to men, they preferred photo-video content than writing or reading. And these men are between 15-34 years old, with medium income. Gaming and information are preferred by the both genders. Information, using photo-video platforms and social network are the top 3 more favorite when men had to rate their favorite. The interest in information and socializing in this study are important for both men and women in Romania (Ularu, 2014), which also means that internet are quite a personal media for this country (Ularu, 2014).

Perez-Carballo and Blaszczyński (2011) found that college business students in the United States have significant difference in use of social media platforms based on gender difference. Perez-Carballo and Blaszczyński (2011) found male students use Twitter more frequently than female students, whereas women use Facebook more frequently than men. Both male and female students are found to have similar interest in searching for news about business, science and policies, but women are shown to have more frequency on searching entertainment news than men. In terms of attitude toward social media, men and women are similarly considering that social media is useful for trivial communicating with others or looking for revelation from celebrities and politicians, but it does not have so much value for gaining credible and timely news or information (Perez-Carballo and Blaszczyński, 2011).

3 Methodology

3.1 Research strategy

Bryman and Bell (2011) mentioned that it is quantitative research strategy that includes a deductive research theory concerning the relationship between theory and research. Besides, quantitative research entails a numerous quantity data in order to make connection with theory and hypotheses. Accordingly, in order to make a better fulfillment of the research purpose, which is to study difference in attitude toward social media based on gender difference in China, quantitative research strategy is adopted for our research.

3.2 Research design

The design of this study is a cross-sectional design and are used often with standard survey-based measurement, such as self-administered questionnaires, in-person and telephone interviews (Fink, 2003). This design is also often called as a social survey design (Bryman and Bell, 2011). According to Fink (2003), surveys are methods for collecting, for example: information about or from a person to compare, describe or explain the person's attitude, knowledge and behavior. The surveyors can obtain information right away, by asking people to answer questions or indirectly, by that means reviewing oral, written and records of people's actions and thoughts. Usually the questions in a survey are arranged into mailed or self-administered questionnaires, it can be on computer or on paper, offline or on the Internet.

Sometimes it is arranged into in-person, face to face or phone interviews (Fink, 2003). In this research, self-administered questionnaires are conducted by informants through the internet. Data is collected by coding the answers to the questions from the questionnaires. Information about attitudes toward social media among Chinese consumers based on their different genders is obtained by analyzing the collected data.

Cross-sectional design focus on one or many groups during one time period, it can be now or in the past. The survey can take several weeks or sometimes even months to complete and sometimes such design can rely on more than one type of survey measure (Fink, 2003). According to Bryman and Bell (2011) a cross-sectional design are more likely interested in variation. This variation can be for example, organization, people or countries.

3.3 Research method

Since the process of data collection is driven by theory (Bryman and Bell, 2011), the method of data collection is to be considered. According to Bryman and Bell (2011), using questionnaires for the research is one of the methods in business research. Using questionnaire has following advantages. Firstly, it is low cost and also time saving for sending them to respondents. Secondly, characteristics of interviewers such as ethnicity, gender and the social background may influence the answers during the interview or other studies but not in the questionnaire, because there's no interviewer present when a self-completion questionnaire is being completed, interviewer effects therefore are limited. Thirdly, questions on the questionnaire are asked to different respondents in the same way, interviewers form no variability. Plus, it is also time saving and convenient for respondents to complete the questionnaire rather than attending an interview (Bryman and Bell, 2011). Due to these advantages, self-completion questionnaire is an approach applied to figure out answers to the research questions. Meanwhile, SPSS is a tool used to make statistics and analysis. By using SPSS, Chi-square test is used to explore the significance of attitude and behavior toward social media between men and women.

Since Chinese consumers are the focus of the research, which are distant from the researchers in Sweden, the advantages of questionnaire may help us collect data at a higher efficiency. From the previous chapters, young people is the biggest proportion who is exposed to the social media; 89 percent of adults who use social networking sites aged from 18 to 19 (PewResearch Center, 2014). In terms of online consumers, young people are of interest for a study of attitudes toward social media. Based on this, university students in China are the first option for us to investigate. Researchers studied in the University of Shanghai for Science and Technology previously, they have access to connect with Chinese university students as respondents for the research. Therefore Chinese students studying there consequently become our informants to be investigated.

3.3.1 Sampling

According to Bryman and Bell (2011), when conducting quantitative research, it is always necessary to sample in order to get the data from a large quantity of population. To be emphasized, in order to gain some findings from the data, the sample chosen by researchers have to be representative from the whole population (Bryman and Bell, 2011).

Bryman and Bell (2011) categorized two kinds of sampling, probability sampling and non-probability sampling. Each kind of sampling contains several alternative sampling types. For instance, probability sampling approach includes simple random sample, systematic sample, stratified random sampling and multi-stage cluster sampling; whereas non-probability sampling composes convenience sampling, snowball sampling and quota sampling (Bryman and Bell, 2011).

Due to the advantage of probability sample, which keep sampling error at a low level (Bryman and Bell, 2011), probability sampling strategy is applied for the research. However, as the purpose of the research focuses on respondents from a university in China, who are distant from the researcher, efficiency should be taken into consideration. As simple random sample is the most basic form of probability sample approach (Bryman and Bell, 2011), this sampling method is therefore used for our research.

With the help of teachers and supervisors in University of Shanghai for Science and Technology, 120 questionnaires were sent out through E-mail to students in Three classes within business department of the local university were chosen to conduct this research. It took a week to collect the answers back from the university. But only 114 completed the whole questionnaire, 6 pieces of data are invalid. We used different types of questions such as multiple choices, closed questions and opened questions. For the purpose of measure the answer to the question, we used Likert scale when the question refers to consumer attitude. We created the questionnaire in form of an electronic version so it is possible to send the questionnaires to classes that specialized in Business Administration but in different grades. Students of this major have some basic knowledge on business or marketing

3.3.2 Trustworthiness

According to Bryman and Bell (2011), there are three prior criteria evaluating the business and management research. They are reliability, replication and validity (Bryman and Bell, 2011). The term reliability refers to the extent whether the measure to the question is consistent when the question is devised for the concepts in field of business and management (Bryman and Bell, 2011). It is an important criterion in the quantitative research for the purpose of considering stability of the measure. For our study, the respondents are university students in China. Due to young people is the largest proportion of online users (PewResearch Center, 2014), university students in China are also considered as a main part of online user, especially for social media usage. Since China is the biggest market for social media, consequently, they have a high extent of reliability for providing data for the research.

When it comes to replication, researchers need to consider it when they replicate the findings to others (Bryman and Bell, 2011). Bryman and Bell (2011) pointed out that replication will not be possible until a researcher explained the procedure of the study in detail, which we have tried to do.

The term validity means “*integrity of the conclusions that are generated from a piece of research*” (Bryman and Bell, 2011: 42). In addition, validity includes such aspects as measurement validity, internal validity, external validity and ecological validity (Bryman and Bell, 2011). Due to there are two variables (gender difference and attitude difference) in the research, the result of the research contains the close relationship between these two variables.

4 Results

The following part of this study presents the collected data from the questionnaires that were sent to the students in University of Shanghai for Science and Technology. 114 valid responses of the questionnaire in an electronic version were received within three days. Questions in the survey were based on the theory in the previous chapters, 19 main questions are associated with components of consumer attitude, behavior and social media; and 114 respondents provided different personal opinions. In the following part, analysis of the responses is presented; conclusions will be discussed in the next chapter.

Table 4.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
female	71	62,3	62,3	62,3
Valid male	43	37,7	37,7	100,0
Total	114	100,0	100,0	

Among 114 respondents, there are 71 female students, which compose 62 percent of the whole population. The rest 43 are male students, which makes up of 38 percent of the whole respondents. Therefore, there is a disadvantage of the population equality between men and women. However, some interesting points are detected from the data provided by 114 valid answers.

4.1 Behavior results without gender difference

Table 4.2 What social media platforms do you use?

		Responses		Percent of Cases
		N	Percent	
What social media platforms do you use?	Renren	60	13,2%	52,6%
	WeChat	101	22,3%	88,6%
	Youku	57	12,6%	50,0%
	Weibo	88	19,4%	77,2%
	Qzone	59	13,0%	51,8%
	Facebook	25	5,5%	21,9%
	WhatsApp	8	1,8%	7,0%
	YouTube	18	4,0%	15,8%
	Twitter	9	2,0%	7,9%
	work press	1	0,2%	0,9%
	LinkedIn	3	0,7%	2,6%
	Instagram	23	5,1%	20,2%
	other usage	1	0,2%	0,9%
	Total	453	100,0%	397,4%

a. Dichotomy group tabulated at value 1.

In term of what social media platforms Chinese consumers use, in general, Table 4.2 shows clearly that young Chinese consumers use Chinese social media platforms more than the international platforms. Specifically, 101 respondents answered that they use WeChat, Chinese version of WhatsApp, which accounted for about 88.6% among the whole respondents. Compared with Facebook, one of the most popular social media platforms with 1.2 billion users worldwide, WeChat is the social media platform beloved by most Chinese online users from the research. Followed by is Weibo, Chinese version of Twitter, which accounted for 77.2 percent of respondents. According to Spello (2013), Twitter is also one of the most popular platforms despite the fewer users than Facebook. This shows the similarity of usage population of micro-blogging platforms such as Weibo and Twitter between Chinese consumers and foreign consumers. To be pointed, the study showed that only 60 out of 114 students use Renren, which made up for about 52 percent among all the respondents. Consequently, Renren, the Chinese version of Facebook is not shown as popular as Facebook from the result. Nevertheless, it is still the third popular social media platform used by Chinese young consumers.

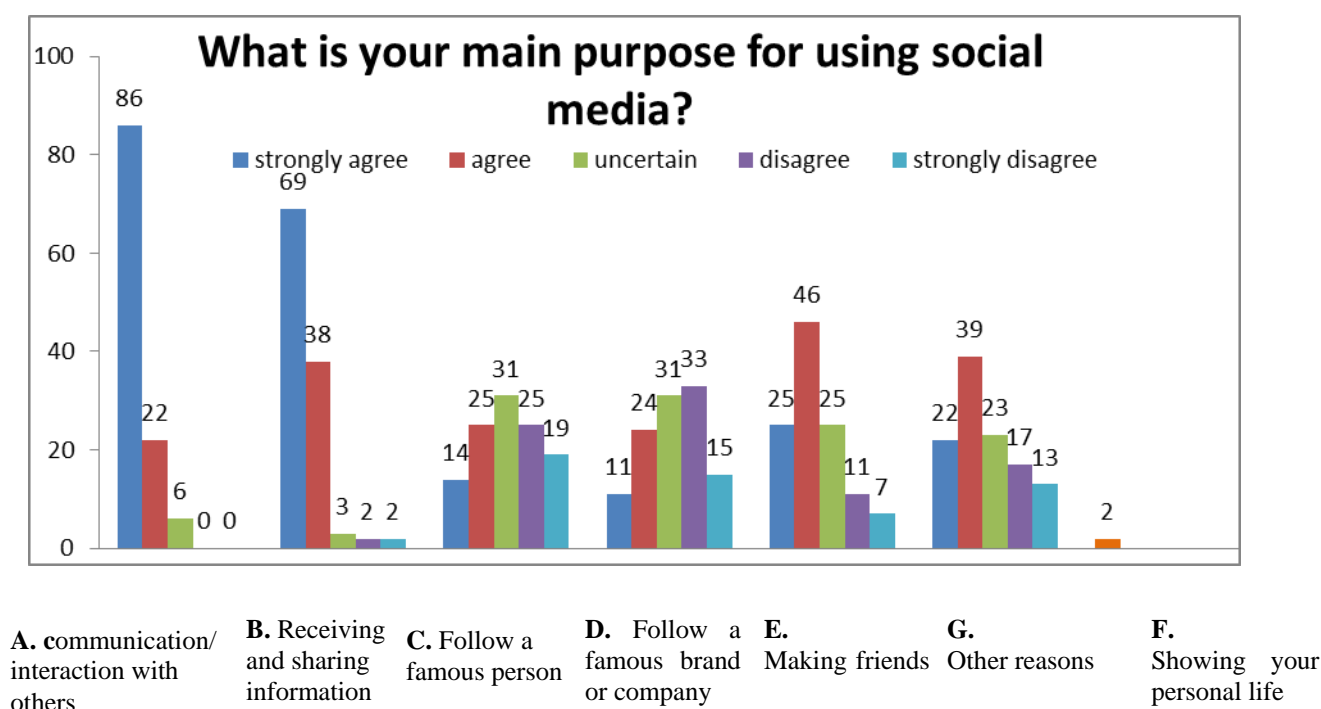


Figure 4.1 what is your main purpose for using social media?

When it comes to consumers' main purpose for using social media, figure 4.1 showed that 86 of 114 use social media to "communicate or interact with others" and 69 people chose "receiving and sharing information" as the second most favored reason. It is not clear whether Chinese online consumers are generally using social media for the purpose of following a famous person, because 25 agreed and other 25 did not agree, also 31 respondents are not sure about that. It is also hard to say that Chinese online consumers use social media to follow a famous brand or a company. 31 respondents are not sure and 33 respondents did not agree. 25 people are not sure about using social media to make friends; there are about 81 respondents provided positive responses to this aspect. Also, there are about 61 respondents positively regarding social media to show personal life. Therefore, "making friends" and "showing your personal life" are the third and the fourth main purpose for using social media among Chinese

online consumers. Generally speaking, Chinese online users are shown likely to socialize with each other and share information to their friends through social media.

As Whiteman (2014) mentioned, the main reason for people using social media is because of boredom relief and for self-distraction. And from the data given by Chinese students, the main reason for Chinese consumer using social media is interpersonal communication and information sharing. Consequently, there are some differences of purposes of using social media between Chinese consumers and foreign consumers.

Table 4.3 how much time spend on social media per day

	Frequency	Percent	Valid Percent	Cumulative Percent
more than 4 hours	35	30,7	30,7	30,7
2-4 hours	34	29,8	29,8	60,5
1-2 hours	29	25,4	25,4	86,0
Valid 30 min to 1 hour	12	10,5	10,5	96,5
10-30 min s	3	2,6	2,6	99,1
less than 10 min s	1	,9	,9	100,0
Total	114	100,0	100,0	

Table 4.3 demonstrated that 30.7% of these young consumers (35 persons) spend more than 4 hours a day on social media, 29.8% (34 persons) spend more than 2 hours a day and 25.4% (29 persons) spend about 1 - 2 hours per day on social media. Totally, there are almost 86% (98 persons) Chinese young consumers spent more than 1 hour on social media. As it is seen, there is a sudden drop in between 1–2 hours (25.4%) and 30 minutes - 1 hour (10.5%). Only 1 person spends less than 10 minutes on social media.

As turned out from a study from Ipsos Open Thinking Exchange by Wiltfong (2013) adults (aged 18-34) in countries like the USA, Turkey and Argentina all spend on average 4 hours or more on a daily basis on social media. Comparing these numbers to our results coming from the respondents, it can be shown that young Chinese consumers spend on average less than 4 hours on social media daily even though most of the respondents spend more than 1 hour on social media per day.

Table 4.4 Do you purchase products through social media

	Frequency	Percent	Valid Percent	Cumulative Percent
no	64	56,1	56,1	56,1
Valid yes	48	42,1	42,1	98,2
2	2	1,8	1,8	100,0
Total	114	100,0	100,0	

As mentioned previously, with social media developing, individuals online were also started to conduct purchasing process (Heinonen, 2011). From the given data, 42.1 percent of Chinese online users have already conducted purchasing process through social media. This means social media in China has the similar tendency to develop marketing as the international social media platforms.

4.2 Attitude results without gender difference

When it comes to consumers' attitudes toward social media as daily use, 107 respondents showed a positive and even strongly positive attitude toward social media, which accounted for about 93.9 valid percent among all the population studied. There are 85% of respondents (97 of 114 respondents) thinking social media influences them more or less. Among these 97 respondents, 42 persons provide strongly positive attitude towards this opinion and 55 persons agreed that their life are influenced by social media. Besides, 90 persons think social media is a part of their life, which made up for nearly 78.9%. In particular, 38 persons strongly agreed and 52 persons agreed with the statement.

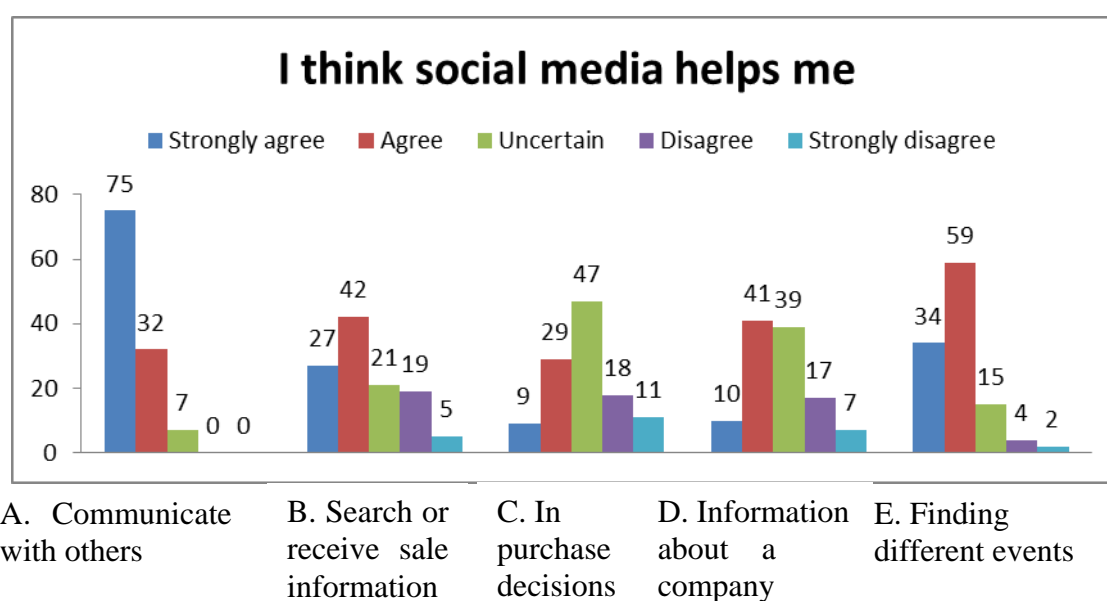


Figure 4.2

Respondents think social media helps them in various aspects. From the survey, Chinese online users significantly believe that social media helps them to communicate with others. 107 respondents like using social media platforms. In particular, 75 respondents strongly agreed this opinion and 32 respondents agreed that.

69 respondents think social media is helpful in searching for sale information, which is about 37 percent of the whole respondents. However, 25.5 percent of respondents do not agree that social media is helpful in searching for and receiving sale information.

Only 38 out of 114 respondents think social media helps them in purchasing decision, which is 33.3 percent among the whole population. More respondents have no idea whether social

media is helpful in purchasing decision. 47 people chose Unsure, which makes up of 41.2 percent.

51 respondents approve that social media is helpful in obtaining company information. Despite this, there are still 39 respondents are not sure about social media can be helpful in obtaining information of a company.

There are about 93 respondents agree that social media helps them to look for different activities or events, accounted for about 81.6 percent from the whole population studied.

Generally speaking, Chinese consumers significantly believe that social media is helpful in two main aspects, which is interpersonal communication and searching for events. It is similar as Perez-Carballo and Blaszczyński (2011)'s study, which shows college business students considering social media useful for trivial communicating with others or looking for revelation from celebrities and politicians. In Perez-Carballo and Blaszczyński (2011)'s study, students don't think social media of so much value for gaining credible and timely news or information. Unfortunately, we cannot find a significant tendency that social media is approved helpful in other aspects at a large extent.

4.3 Behavior results based on gender (compared with literature)

In order to study the different behavior and attitude toward social media based on gender difference, we use Chi-square test to explore whether the answer to the question between men and women have significance.

Table 4.5 What social media platforms do women use

		Responses		Percent of Cases
		N	Percent	
What socila media platfforms do you use ^a	use Renren	38	12,8%	53,5%
	use wechat	64	21,5%	90,1%
	use youku	37	12,4%	52,1%
	use weibo	58	19,5%	81,7%
	use qzone	42	14,1%	59,2%
	use facebook	15	5,0%	21,1%
	use whatsapp	5	1,7%	7,0%
	use youtube	12	4,0%	16,9%
	use twitter	7	2,3%	9,9%
	use linkedin	3	1,0%	4,2%
	use instagram	17	5,7%	23,9%
	Total	298	100,0%	419,7%

a. Dichotomy group tabulated at value 1.

Table 4.6 What social media platform do men use

		Responses		Percent of Cases
		N	Percent	
What socila media platforms do you use ^a	use Renren	22	14,2%	51,2%
	use wechat	37	23,9%	86,0%
	use youku	20	12,9%	46,5%
	use weibo	30	19,4%	69,8%
	use qzone	17	11,0%	39,5%
	use facebook	10	6,5%	23,3%
	use whatsapp	3	1,9%	7,0%
	use youtube	6	3,9%	14,0%
	use twitter	2	1,3%	4,7%
	use workpress	1	0,6%	2,3%
	use instagram	6	3,9%	14,0%
	other usage	1	0,6%	2,3%
Total		155	100,0%	360,5%

a. Dichotomy group tabulated at value 1.

Table 4.5 and Table 4.6 show women and men different responses to what social media they use. It is clear that both women and men use WeChat the most frequently and use Weibo the second frequently. 90.1 percent of women use WeChat and 81.7 percent of women use Weibo. On the other side, 86 percent of men use WeChat and 69.8 percent of men use Weibo. Therefore, both men and women demonstrate WeChat and Weibo as two the most popular Chinese social media platforms.

However, there are still some difference in the usage of social media between men and women. The third most popular social media platform for women perspective is Qzone, accounted for 59.2 percent of women. For men, the third most popular social media platform is Renren, which accounted for 51.2 percent of whole men. The percentage of women cases in total is 419.7 percent whereas the percentage of men cases in total is 360.5 percent. This means Chinese women online users use more alternative social media platforms than men. Moreover, the percentage of women case specific in Chinese social media is 336.6 percent, while for men is 293 percent. This indicates that on average, a Chinese woman not only uses more social media platforms than a Chinese man but also uses more Chinese social media platforms than a man.

According to Clipson, Wilson, DuFrene (2012), women showed interests toward online community of a wider range. Ularu (2014) also stated that women in Romania tend to be more interested in using social media than men. Based on the given data and analysis, Chinese female online consumers are also showed interests toward social media of a wider range than men.

When it comes to the purposes for using social media, women and men are shown differently to a certain extent.

Table 4.7 Chi-Square Tests for “Communicate with others”

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,286 ^a	2	,193
Likelihood Ratio	3,198	2	,202
Linear-by-Linear Association	3,152	1	,076
N of Valid Cases	114		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 2,26.

In terms of using social media for communicating with others, the P-value of communication purpose is shown 0.193 in Table 4.7, which is higher than 0.05. Therefore, the purpose of using social media for communicating with others does not show a significant difference between men and women. In our study, both men and women prefer the purpose of using social media for communicating with others.

When it comes to using social media for receiving and sharing information, P-value=0.803, which is higher than 0.05. Accordingly, there is no significant difference between men and women to use social media for receiving and sharing information. Also, both of men and women approve that receiving and sharing information is a main purpose of using social media.

Table 4.8 Chi-Square Tests for “Follow a famous person”

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,333 ^a	4	,006
Likelihood Ratio	18,984	4	,001
Linear-by-Linear Association	10,498	1	,001
N of Valid Cases	114		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,28.

As to using social media to follow a famous person, the P-value=0.006, which is lower than 0.05. This means there is a significant difference of using social media for following a famous person between Chinese women and men. From the data, 18 Chinese women agreed and 14 women strongly agreed that they use social media to follow a famous person. On the other side, there is no male online user strongly agreed to use social media for the purpose of following someone famous. Furthermore, 10 men do not agree this purpose and 11 men strongly disagreed that. As the previous report shows, women are more likely to use Internet for communicating with new people, using E-mails, obtaining course information (Weiser, 2000). However, in our study, women are more likely to use social networking sites for following celebrities particularly. This is in accordance with previous research made by

Perez-Carballo and Blaszczyński (2011) showing that women more frequently use social media for entertainment news than men.

The P-value of following a brand or company is 0.900, which is higher than 0.05. This means we do not find significant difference between men and women to use social media for following a brand or company. Besides, as it is discussed previously, using social media for following a brand or a company is generally not a main purpose for Chinese online consumers. So both men and women in China do not think they are to follow a brand or a company when they use social media.

The P-value of making friends (0.776) is higher than 0.05. Therefore, there is no significant difference between men and women in this perspective. As mentioned before, Chinese online consumers are likely to make friends as the third main purpose, so both men and women in China are shown tend to make friends by using social media. This does not have the similarity as the previous study provided by Clipson, Wilson and DuFrene (2012) stating that women emphasize more on social, spiritual and relationship aspects on social media than men.

The p-value of showing personal life (0.198) is higher than 0.05, which means there is no significant difference between men and women in using social media to show their personal life. Chinese online consumers regard this as the fourth main purpose of using social media. Therefore, showing personal life is both popular among Chinese men and women online users.

All in all, except for using social media for following a famous person, there is no other conclusions could be drawn in connections between gender and purposes for using social media.

4.4 Attitude results based on gender

Table 4.9.1 I like using social media based on gender

Count		i like using social media				Total
		strongly disagree	unsure	agree	strongly agree	
gender	female	2	2	35	32	71
	male	1	2	27	13	43
Total		3	4	62	45	114

Table 4.9.2 Chi-test for gender difference of like using social media

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,672 ^a	3	,445
Likelihood Ratio	2,706	3	,439
Linear-by-Linear Association	1,043	1	,307
N of Valid Cases	114		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is 1,13.

The P-value of "like using social media" is (0.445) lower than 0.05, which means there is no significant difference of attitude toward social media between gender differences. From our study, 107 men and women agree or strongly agree that they like using social media. That is to say, most Chinese online consumers we studied have a positive attitude toward social media. According to Weiser (2000), women have more favorable attitude towards using the Internet than before, which is correlated with the result of our research.

Table 4.10.1 Social media influences me differs from gender

		social media influences me					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	1	4	6	30	30	71
	male	0	1	5	25	12	43
Total		1	5	11	55	42	114

Table 4.10.2

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,451 ^a	4	,348
Likelihood Ratio	4,882	4	,300
Linear-by-Linear Association	,171	1	,679
N of Valid Cases	114		

a. 5 cells (50,0%) have expected count less than 5. The minimum expected count is ,38.

The P-value of "social media influence me" is 0.348, higher than 0.05. This means there is no significant difference of thinking social media influencing a person between male and female. As the data shows, 97 respondents give the positive attitude that social media influence them. This indicates that social media in China has already affected Chinese consumers including men and women. According to Spello's (2013), social media has become popular in our personal lives. Our results agree this point of view.

Table 4.11.1 Social media is a part of my life differs from gender

Count		social media is a part of my life					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	1	4	8	31	27	71
	male	1	2	8	21	11	43
Total		2	6	16	52	38	114

Table 4.11.2 Chi-test for Social media as a part of my life based on

	gender		
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,607 ^a	4	,626
Likelihood Ratio	2,618	4	,624
Linear-by-Linear Association	1,336	1	,248
N of Valid Cases	114		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,75.

The P-value of "social media is a part of my life" is (0.626) higher than 0.05. Accordingly, gender difference does not have significant influence on this attitude. According to the data, 90 respondents provided positive attitude toward regarding social media is a part of their lives. This means both men and women consumers in China rely on using social media more and more.

When it comes to in what aspects social media helps consumers, the P-value of "social media helps me when communicate with others" is 0.064. The P-value of "social media helps when search or receive sale information" is 0.264. The P-value of "social media helps me in purchase decisions" is 0.332. The p-value of "social media helps me about information of a company" is 0.246. The p-value of "social media helps me to find different events" is 0.621. Generally speaking, the P-values of these attitudes are all higher than 0.05, which means there is no significant influence based on gender difference.

As it is mentioned previously, women have more positive attitude toward inter-personal communication through internet than men (Weiser, 2000). However, in our study men and women online consumer in China have similar extent of positive attitude toward inter-

personal communication. Moreover, both men and women think social media helpful to find different events in China, which is not explored in previous studies in other countries.

5 Discussion

5.1 Conclusions

The purpose of research is to study difference in attitude toward social media based on gender difference in China. In order to fulfill the research purpose, following research questions are listed and answered by applying survey design of quantitative research strategy and questionnaires. 114 pieces of valid data were collected from 120 business college students in China.

1. What are Chinese consumers' behaviors toward social media?

Young Chinese consumers use Chinese social media platforms more than the international ones. Specifically, Chinese social media platforms WeChat, the Chinese version of WhatsApp and Weibo, the Chinese version of Twitter are the first and the second popular platforms beloved by Chinese online consumers. There is the similarity of usage population of micro-blogging platforms such as Weibo and Twitter between Chinese consumers and foreign consumers. However, Renren, the Chinese version of Facebook is not shown as popular as Facebook. Chinese online users are found likely to socialize with each other and share information with friends through social media. From the data, most of Chinese online consumers use social media more than one hour. However, the average usage duration in China is still less than that in USA, Turkey and Argentina. Plus, Chinese online consumers are tending to purchase products through social media.

2. What are Chinese consumers' attitudes on social media?

Most of Chinese online consumers are found having positive attitude toward social media. Respondents believe that social media affects their daily life and they rely on using social media. According to the data, respondents think social media helps them mainly in communicating with others and finding different events. However, we cannot find a significant tendency that social media is approved helpful in other aspects by Chinese online consumers at a large extent.

3. What are Chinese male and female consumers' different behaviors on social media respectively?

It is clear that both women and men use WeChat the most frequently and use Weibo the second frequently. For men, the third most popular social media platform is Renren. The third most popular social media platform for women perspective is Qzone. To be mentioned, Chinese woman are found not only uses more social media platforms than a Chinese man but also uses more Chinese social media platforms than a man. Chinese Women show interests toward social media of a wider range than men. In our study, there is a tendency shows that men and women have significance regard with using social media for following a famous person; and women are shown more

likely to use social networking sites for following celebrities than do men. However, there is no other conclusions could be drawn in connections between gender and purposes for using social media.

4. How do attitudes toward social media differ between male and female Chinese consumers?

From the Chi-square test of the data, we cannot find there is a significant difference of attitude toward social media based on gender in China. Both men and women consumers have positive attitude towards social media and they all think social media is helpful in the aspects of communication and events searching.

5.2 Limitations

As mentioned previously, questionnaires related previous research questions were sent to University of Shanghai for Science and Technology. 120 Business students in this university were respondents for this research. Therefore, the result of the research can only reflect the specific part of Chinese consumers' attitudes toward social media based on gender difference. And the number of respondents is not at a large quantity, which lacks representativeness. Besides, since the purpose is to find different behavior and attitude of social media based on gender difference, another limitation in our research is the equality of quantity of men and women respondents. In our research, there are 71 valid respondents are women but only 43 are men. This leads to some limitations in data analysis.

5.3 Future researches

Some points from the previous study on gender difference of using and evaluating social media are not explored in our study, such as what men's and women's favorite behavior on social media. In the future research, these related aspects could be involved.

Considering the respondents in our research, the result of this study cannot represent all students across China as a whole. As our population is based on a specific region (Shanghai), further studies may conduct their research in different geographic places across China. The results may differ, as it is highly possible that respondents in other places in China do not live in the same environment as the respondents in this study, which may affect the outcome of the study. Also consumers in different age categories may have a different perception or attitude towards the social media. Consequently, another possible addition for future research is to conduct research on other age categories and to collect more data from more respondents.

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Appendix 1

Questionnaire of consumer attitude towards social media

You are presented with a statement: You are being asked to indicate your level of agreement or disagreement with each statement by indicating whether you: Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), or Strongly Disagree (SD). Please mark your answer into yellow to the part of multiple choices and write your answers on the “_____” if you have your own opinion, thank you!

Example: “choice” / “SA A U D SD”

- 1) What is your gender? (Male/Female)
- 2) How old are you? _____ (18-25)
- 3) What social media platform do you use? (You can choose more than one)
Renren Wechat Youku Weibo Qzone
Facebook WhatsApp YouTube Twitter Wordpress
LinkedIn Instagram Other: _____
I don't use social media although I have an account.
- 4) Which social media platform do you use the most? (No more than three)
Renren Wechat Youku Weibo Qzone
Facebook WhatsApp YouTube Twitter Wordpress
LinkedIn Instagram Other: _____
- 5) How come you use these platforms?
 - A. My friends use these platforms
SA A U D SD
 - B. For the sake of work/business
SA A U D SD
 - C. It is easy and convenient to use
SA A U D SD
 - D. It is functional
SA A U D SD
 - E. It is fascinate on its style
SA A U D SD
 - F. Other reasons: _____
- 6) Which social media platform do you use the least? (No more than three)
Renren Wechat Youku Weibo Qzone
Facebook Whatsapp YouTube Twitter Wordpress
LinkedIn Instagram Other: _____
- 7) How come you use these platforms less than other platforms?
 - A. My friends do not use these platforms
SA A U D SD

- B. They are blocked in China
SA A U D SD
- C. It is complicated/inconvenient to use
SA A U D SD
- D. The function is not useful
SA A U D SD
- E. Too much advertisement
SA A U D SD
- F. Other reasons: _____

8) What is your main purpose for using social media?

- A. Communication/ interaction with others
SA A U D SD
- B. Receiving and sharing information
SA A U D SD
- C. Follow a famous person
SA A U D SD
- D. Follow a famous brand or company
SA A U D SD
- E. Making friends
SA A U D SD
- F. Showing your personal life
SA A U D SD
- G. Other : _____

9) How much time do you spend on social media per day?

- A. More than 4 hours
- B. More than 2 hours
- C. About 1~2 hours
- D. About 30 minutes ~1 hour
- E. About 10 minutes ~30 minutes
- F. Less than 10 minutes

10) Do you pay attention to advertisement on social media?

- A. Yes.
- B. No.

11) If yes, why? (multiple and open)

- A. Sale information
- B. New product launch
- C. Eye catching
- D. Invitations to activities
- E. Other reasons: _____

12) If no, what do you think about advertisement in social media? (multiple and open)

- A. I don't trust them
- B. Not interesting
- C. I don't see them

Appendix 2

Graphs

Table 1. What social media platforms do you use

		Responses		Percent of Cases
		N	Percent	
What social media platforms do you use ^a	use Renren	60	13,2%	52,6%
	use wechat	101	22,3%	88,6%
	use youku	57	12,6%	50,0%
	use weibo	88	19,4%	77,2%
	use qzone	59	13,0%	51,8%
	use facebook	25	5,5%	21,9%
	use whatsapp	8	1,8%	7,0%
	use youtube	18	4,0%	15,8%
	use twitter	9	2,0%	7,9%
	use workpress	1	0,2%	0,9%
	use linkedin	3	0,7%	2,6%
	use instagram	23	5,1%	20,2%
	other usage	1	0,2%	0,9%
	Total	453	100,0%	397,4%

a. Dichotomy group tabulated at value 1.

Only women

What social media platforms do you use (all population) (multiple answers)

Table 2.1. Case Summary for women use social media platform

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Recoded ^a	71	100,0%	0	0,0%	71	100,0%

a. Dichotomy group tabulated at value 1.

Table 2.2. What social media platforms do women use

		Responses		Percent of Cases
		N	Percent	
What socila media platfforms do you use ^a	use Renren	38	12,8%	53,5%
	use wechat	64	21,5%	90,1%
	use youku	37	12,4%	52,1%
	use weibo	58	19,5%	81,7%
	use qzone	42	14,1%	59,2%
	use facebook	15	5,0%	21,1%
	use whatsapp	5	1,7%	7,0%
	use youtube	12	4,0%	16,9%
	use twitter	7	2,3%	9,9%
	use linkedin	3	1,0%	4,2%
	use instagram	17	5,7%	23,9%
	Total	298	100,0%	419,7%

a. Dichotomy group tabulated at value 1.

Only men

What social media platforms do you use (all population) (multiple answers)

Table 3.1. Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Recoded ^a	43	100,0%	0	0,0%	43	100,0%

a. Dichotomy group tabulated at value 1.

Table 3.2. What social media platforms do men use

		Responses		Percent of Cases
		N	Percent	
What socila media platforms do you use ^a	use Renren	22	14,2%	51,2%
	use wechat	37	23,9%	86,0%
	use youku	20	12,9%	46,5%
	use weibo	30	19,4%	69,8%
	use qzone	17	11,0%	39,5%
	use facebook	10	6,5%	23,3%
	use whatsapp	3	1,9%	7,0%
	use youtube	6	3,9%	14,0%
	use twitter	2	1,3%	4,7%
	use workpress	1	0,6%	2,3%
	use instagram	6	3,9%	14,0%
	other usage	1	0,6%	2,3%
	Total	155	100,0%	360,5%

a. Dichotomy group tabulated at value 1.

Reasons for using Social media (Q8)

Table 3. communicate with others

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid unsure	6	5,3	5,3	5,3
Valid agree	22	19,3	19,3	24,6
Valid strongly agree	86	75,4	75,4	100,0
Total	114	100,0	100,0	

Table 4. receive and share information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	2	1,8	1,8	1,8
Valid disagree	2	1,8	1,8	3,5
Valid unsure	3	2,6	2,6	6,1
Valid agree	38	33,3	33,3	39,5
Valid strongly agree	69	60,5	60,5	100,0
Total	114	100,0	100,0	

Table 5. Follow a famous person

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	19	16,7	16,7	16,7
disagree	25	21,9	21,9	38,6
unsure	31	27,2	27,2	65,8
agree	25	21,9	21,9	87,7
strongly agree	14	12,3	12,3	100,0
Total	114	100,0	100,0	

Table 6. Follow a brand or company

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	15	13,2	13,2	13,2
disagree	33	28,9	28,9	42,1
unsure	31	27,2	27,2	69,3
agree	24	21,1	21,1	90,4
strongly agree	11	9,6	9,6	100,0
Total	114	100,0	100,0	

Table 7. making friends

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	7	6,1	6,1	6,1
disagree	11	9,6	9,6	15,8
unsure	25	21,9	21,9	37,7
agree	46	40,4	40,4	78,1
strongly agree	25	21,9	21,9	100,0
Total	114	100,0	100,0	

Table 8. showing your personal life

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	13	11,4	11,4	11,4
disagree	17	14,9	14,9	26,3
unsure	23	20,2	20,2	46,5
agree	39	34,2	34,2	80,7
strongly agree	22	19,3	19,3	100,0
Total	114	100,0	100,0	

Table 9 other reasons

	Frequency	Percent	Valid Percent	Cumulative Percent
0	112	98,2	98,2	98,2
Valid strongly disagree	2	1,8	1,8	100,0
Total	114	100,0	100,0	

Cross tabulations gender*Purpose for using social media

Gender * receive and share information

Table 10.1 Crosstab for using social media to receive and share information

Count

		receive and share information					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	1	1	1	23	45	71
	male	1	1	2	15	24	43
Total		2	2	3	38	69	114

Table 10.2 Chi-Square Tests for using social media to receive and share information

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,630 ^a	4	,803
Likelihood Ratio	1,582	4	,812
Linear-by-Linear Association	1,017	1	,313
N of Valid Cases	114		

a. 6 cells (60,0%) have expected count less than 5. The minimum expected count is ,75.

Gender * follow a famous person

Table 11.1 Crosstab for using social media to follow a famous person

Count

		follow a famous person					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	8	15	16	18	14	71
	male	11	10	15	7	0	43
Total		19	25	31	25	14	114

Table 11.2 Chi-Square Tests for using social media to follow a famous person

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14,333 ^a	4	,006
Likelihood Ratio	18,984	4	,001
Linear-by-Linear Association	10,498	1	,001
N of Valid Cases	114		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,28.

Gender * follow a brand or company

Table 12.1 Crosstab for using social media to follow a brand or a company

Count

		follow a brand or company					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	8	21	19	15	8	71
	male	7	12	12	9	3	43
Total		15	33	31	24	11	114

Table 12.2 Chi-Square Tests for using social media to follow a brand or a company

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,061 ^a	4	,900
Likelihood Ratio	1,073	4	,898
Linear-by-Linear Association	,560	1	,454
N of Valid Cases	114		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,15.

Gender * making friends

Table 13.1 Crosstab for using social media for making friends

Count

		making friends					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	5	8	17	27	14	71
	male	2	3	8	19	11	43
Total		7	11	25	46	25	114

Table 13.2 Chi-Square Tests for using social media for making friends

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,780 ^a	4	,776
Likelihood Ratio	1,812	4	,770
Linear-by-Linear Association	1,562	1	,211
N of Valid Cases	114		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 2,64.

Gender * showing your personal life

Table 14.1 Crosstab

Count

		showing your personal life					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	5	9	15	25	17	71
	male	8	8	8	14	5	43
Total		13	17	23	39	22	114

Table 14.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,015 ^a	4	,198
Likelihood Ratio	6,035	4	,197
Linear-by-Linear Association	5,279	1	,022
N of Valid Cases	114		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,90.

Gender * other reasons

Table 15.1 Crosstab

Count		other reasons		Total
		0	strongly disagree	
gender	female	69	2	71
	male	43	0	43
Total		112	2	114

Table 15.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,233 ^a	1	,267	,526	,386
Continuity Correction ^b	,140	1	,708		
Likelihood Ratio	1,916	1	,166		
Fisher's Exact Test					
Linear-by-Linear Association	1,222	1	,269		
N of Valid Cases	114				

a. 2 cells (50,0%) have expected count less than 5. The minimum expected count is ,75.

b. Computed only for a 2x2 table

How much time do you spend on social media per day?

Table 16.1 how much time spend on social media per day

	Frequency	Percent	Valid Percent	Cumulative Percent
more than 4 hours	35	30,7	30,7	30,7
2-4 hours	34	29,8	29,8	60,5
1-2 hours	29	25,4	25,4	86,0
Valid 30 min to 1 hour	12	10,5	10,5	96,5
10-30 mins	3	2,6	2,6	99,1
less than 10 mins	1	,9	,9	100,0
Total	114	100,0	100,0	

Table 16.2**gender * how much time spend on social media per day Crosstabulation**

Count		how much time spend on social media per day						Total
		more than 4 hours	2-4 hours	1-2 hours	30 min to 1 hour	10-30 mins	less than 10 mins	
gender	female	26	22	16	5	1	1	71
	male	9	12	13	7	2	0	43
Total		35	34	29	12	3	1	114

Table 16.3 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6,702 ^a	5	,244
Likelihood Ratio	7,026	5	,219
Linear-by-Linear Association	4,360	1	,037
N of Valid Cases	114		

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is ,38.

Table 17. do you purchase products through social media

	Frequency	Percent	Valid Percent	Cumulative Percent
no	64	56,1	56,1	56,1
yes	48	42,1	42,1	98,2
2	2	1,8	1,8	100,0
Total	114	100,0	100,0	

Attitudes (Q16-19)**Table 18. I like using social media**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	3	2,6	2,6	2,6
unsure	4	3,5	3,5	6,1
agree	62	54,4	54,4	60,5
strongly agree	45	39,5	39,5	100,0
Total	114	100,0	100,0	

Table 19. social media influences me

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	1	,9	,9	,9
disagree	5	4,4	4,4	5,3
unsure	11	9,6	9,6	14,9
agree	55	48,2	48,2	63,2
strongly agree	42	36,8	36,8	100,0
Total	114	100,0	100,0	

Table 20. social media is a part of my life

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	2	1,8	1,8	1,8
disagree	6	5,3	5,3	7,0
unsure	16	14,0	14,0	21,1
agree	52	45,6	45,6	66,7
strongly agree	38	33,3	33,3	100,0
Total	114	100,0	100,0	

Table 21 social media helps me when communicate with others

	Frequency	Percent	Valid Percent	Cumulative Percent
unsure	7	6,1	6,1	6,1
agree	32	28,1	28,1	34,2
strongly agree	75	65,8	65,8	100,0
Total	114	100,0	100,0	

Table 22. social media helps me when search or receive sale inforamtion

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	5	4,4	4,4	4,4
disagree	19	16,7	16,7	21,1
unsure	21	18,4	18,4	39,5
agree	42	36,8	36,8	76,3
strongly agree	27	23,7	23,7	100,0
Total	114	100,0	100,0	

Table 23. social media helps me when in purchase decisions

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	11	9,6	9,6	9,6
disagree	18	15,8	15,8	25,4
unsure	47	41,2	41,2	66,7
agree	29	25,4	25,4	92,1
strongly agree	9	7,9	7,9	100,0
Total	114	100,0	100,0	

Table 24. social media helps me about information of a company

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	7	6,1	6,1	6,1
disagree	17	14,9	14,9	21,1
unsure	39	34,2	34,2	55,3
agree	41	36,0	36,0	91,2
strongly agree	10	8,8	8,8	100,0
Total	114	100,0	100,0	

Table 25. social media helps me to find different events

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	2	1,8	1,8	1,8
disagree	4	3,5	3,5	5,3
unsure	15	13,2	13,2	18,4
agree	59	51,8	51,8	70,2
strongly agree	34	29,8	29,8	100,0
Total	114	100,0	100,0	

Gender * Attitude**Gender * I like using social media****Table 26.1 Crosstab**

Count

		i like using social media				Total
		strongly disagree	unsure	agree	strongly agree	
gender	female	2	2	35	32	71
	male	1	2	27	13	43
Total		3	4	62	45	114

Table 26.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,672 ^a	3	,445
Likelihood Ratio	2,706	3	,439
Linear-by-Linear Association	1,043	1	,307
N of Valid Cases	114		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is 1,13.

Gender * social media influences me**Table 27.1 Crosstab**

Count

		social media influences me					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	1	4	6	30	30	71
	male	0	1	5	25	12	43
Total		1	5	11	55	42	114

Table 27.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,451 ^a	4	,348
Likelihood Ratio	4,882	4	,300
Linear-by-Linear Association	,171	1	,679
N of Valid Cases	114		

a. 5 cells (50,0%) have expected count less than 5. The minimum expected count is ,38.

Gender * social media is a part of my life

Table 28.1 Crosstab for social media is a part of my life

Count

		social media is a part of my life					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	1	4	8	31	27	71
	male	1	2	8	21	11	43
Total		2	6	16	52	38	114

Table 28.2 Chi-Square Tests for social media is a part of my life

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,607 ^a	4	,626
Likelihood Ratio	2,618	4	,624
Linear-by-Linear Association	1,336	1	,248
N of Valid Cases	114		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,75.

Gender * social media helps me when communicate with others

Table 29.1 Crosstab for social media helps me when communicate with others

Count

		social media helps me when communicate with others			Total
		unsure	agree	strongly agree	
gender	female	6	15	50	71
	male	1	17	25	43
Total		7	32	75	114

Table 29.2 Chi-Square Tests for social media helps me when communicate with others

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5,483 ^a	2	,064
Likelihood Ratio	5,634	2	,060
Linear-by-Linear Association	,277	1	,599
N of Valid Cases	114		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 2,64.

Gender * social media helps me when search or receive sale information

Table 30.1 Crosstab for social media helps me when search or receive sale information

Count

		social media helps me when search or receive sale inforamtion					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	4	8	12	29	18	71
	male	1	11	9	13	9	43
Total		5	19	21	42	27	114

Table 30.2 Chi-Square Tests for social media helps me when search or receive sale information

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5,236 ^a	4	,264
Likelihood Ratio	5,195	4	,268
Linear-by-Linear Association	1,491	1	,222
N of Valid Cases	114		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,89.

Gender * social media helps me in purchase decisions

Table 31.1 Crosstab for social media helps me in purchasing decisions

Count

		social media helps me when in purchase decisions					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	7	10	26	20	8	71
	male	4	8	21	9	1	43
Total		11	18	47	29	9	114

Table 31.2 Chi-Square Tests for social media helps me in purchasing decisions

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4,589 ^a	4	,332
Likelihood Ratio	5,113	4	,276
Linear-by-Linear Association	1,946	1	,163
N of Valid Cases	114		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 3,39.

Gender * social media helps me about information of a company

Table 32.1 Crosstab for social media helps me about information of a company

Count

		social media helps me about information of a company					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	5	8	21	30	7	71
	male	2	9	18	11	3	43
Total		7	17	39	41	10	114

Table 32.2 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5,431 ^a	4	,246
Likelihood Ratio	5,466	4	,243
Linear-by-Linear Association	1,912	1	,167
N of Valid Cases	114		

a. 3 cells (30,0%) have expected count less than 5. The minimum expected count is 2,64.

Gender * social media helps me to find different events

Table 33.1 Crosstab for social media helps me to find different events based on gender

Count

		social media helps me to find different events					Total
		strongly disagree	disagree	unsure	agree	strongly agree	
gender	female	2	3	8	35	23	71
	male	0	1	7	24	11	43
Total		2	4	15	59	34	114

Table 33.2 Chi-Square Tests for social media helps me to find different events based on gender

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2,635 ^a	4	,621
Likelihood Ratio	3,329	4	,504
Linear-by-Linear Association	,001	1	,979
N of Valid Cases	114		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,75.

Appendix 3

Definitions of Chinese social media platforms

Renren, as “Chinese Facebook”, is a real-name social networking site, which plays a leading role in China. Renren make online users connect with each other, “People can share their personal information, create user-generated content, play online games, watch videos and enjoy a wide range of other features and services”. The quantity of Renren active users before June 30, 2014 reached about 214 million, and over 80% of users have access to use Renren from their mobile devices. The aim of Renren is to create a definition of social networking usage experience and to make individuals in China be able to communicate with others, have entertainment and purchase online (Renren news center 2014).

Sina Weibo, as “Chinese Twitter”, is one of a leading social media platform for online users to post, share and explore Chinese-language content. Weibo is employed a "mobile first" philosophy and is also designed to be easily used on mobile devices. Weibo provide individuals accesses to express and share their minds, viewpoints, and experience in the form of text and attachment such as photos, music, short videos and long-forms content. There is a limitation of Chinese characters, which are about 140 words. Besides, Weibo provides each user a page that shows the user's profile and other information, such as username, account number, geography and a short biography. Those who have verified authentic identity information will have a "V" on their profile page. Selecting and changing the banner and color or picture of the background can personalize each page of user's profile. Weibo also give business and other organizations an opportunity to be verified their identity and then companies can own a enterprise accounts after the certification. Companies have the access to post advertisement, post promote information through Sina Weibo (Sina Weibo, 2014).

Wechat, plays a combined role of “Chinese Instagram and Whatsapp”, is a product issued by Tencent in 2011. It is a mobile social media application, which has the function of sending messages, pictures, audios and videos; chatting among a group of people and etc. Individuals can share and like life records in forms of text, pictures and even short video with their friends through the Moment, one of the main functions of Wechat. Meanwhile, Wechat provide the subscription accounts for companies and organizations. By using Wechat, companies can publish or post their business information or even advertisement to the individuals (Wechat, 2014).

Qzone, as “Chinese Wordpress”, is a social networking site of the largest scale in China. It is an online community for QQ users and one of the core social media platforms of the company Tencent. By using Qzone, individuals can post their blogs and pictures; listen to the music, write status to present them. Besides, individual's homepage can be personalized with background, layout, and plug-in due to person's own preference. Homepages can be personalized by high-qualified users who have the ability of changing the code of the webpage (Qzone, 2014).

Youku, “Chinese YouTube” was published in 2006, which is a platform for video publishing, searching and playing. It has become the most effective and popular video media platform in China. Now, Youku has developed the technology that covering video platform from personal computers, televisions to mobile devices. That means individuals in China can have access to use Youku either through computers, televisions or mobile phones (Youku, 2014).

Facebook is a social networking service and was founded in 2004 by Mark Zuckerberg. Facebook is a platform for people to discover, to share information and to inspire others. It reached over 1 billion users in October 4th 2012 (**Facebook newsroom, 2014 a**) Facebook let users to upload pictures, video and share their status to their friends. (Kuhlkar, 2013)

Instagram is an online social network platform that allows users to edit and share photo to the world, with pictures captured with a mobile device, users can “like” and “comment” the picture if they want. (Rouse, 2012 a). Facebook stated the acquisition of Instagram in 2012 (**Facebook newsroom, 2014 b**) and was founded by Kevin Systrom and Mike Krieger in 2010 (Instagram, 2014).

Twitter is a social networking micro blogging service that allows users to post posts with 140 characters which is called tweets. Users can follow other twitter users and get newsfeed from them every time they tweet about something (Rouse, 2010). Twitter was founded by three main people; Evan Williams, Jack Dorsey and Biz Stones in 2007 (Twitter, 2014).

LinkedIn is an online social networking site that is mainly for the business community. Users are allowed to give out information about their employment history and education on users’ profile. It’s a much more professional networking site than for example Facebook and Twitter. Companies are able to see the users whole profile by “connecting” with them Reid Hoffman founded LinkedIn in 2003 (LinkedIn 2014).

YouTube is an online and free video-hosting network site that allows users to watch and create videos for private or public viewing; YouTube has become a place for experienced videographers (Rouse, 2012 b). Chad Hurley, Steve Chen and Jawed Karim founded YouTube in 2005 (YouTube 2014).

Wordpress is a free and open source project, by that means hundreds of people all over the world working on it. This software can be installed on a web server and viewed on a registered website. Wordpress was before just a free blogging forum for users but now it has a full content management system with plugins, widget and customizable themes (Wordpress, 2014)

WhatsApp it is a social networking platform for instant messaging, users can send text, videos and pictures for free. WhatsApp was founded in 2009 by Brian Acton and Jan Koum, both former employees of Yahoo (WhatsApp, 2014)

University of Borås is a modern university in the city center. We give courses in business administration and informatics, library and information science, fashion and textiles, behavioral sciences and teacher education, engineering and health sciences.

In the **School of Business and IT (HIT)**, we have focused on the students' future needs. Therefore we have created programs in which employability is a key word. Subject integration and contextualization are other important concepts. The department has a closeness, both between students and teachers as well as between industry and education.

Our **courses in business administration** give students the opportunity to learn more about different businesses and governments and how governance and organization of these activities take place. They may also learn about society development and organizations' adaptation to the outside world. They have the opportunity to improve their ability to analyze, develop and control activities, whether they want to engage in auditing, management or marketing.

Among our **IT courses**, there's always something for those who want to design the future of IT-based communications, analyze the needs and demands on organizations' information to design their content structures, integrating IT and business development, developing their ability to analyze and design business processes or focus on programming and development of good use of IT in enterprises and organizations.

The **research** in the school is well recognized and oriented towards professionalism as well as design and development. The overall research profile is Business-IT-Services which combine knowledge and skills in informatics as well as in business administration. The research is profession-oriented, which is reflected in the research, in many cases conducted on action research-based grounds, with businesses and government organizations at local, national and international arenas. The research design and professional orientation is manifested also in InnovationLab, which is the department's and university's unit for research-supporting system development.



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