Understanding Role of Gender and Social Media towards Social Impact: An Initial Review

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ABSTRACT

By understanding the concept of social impact, each individual's capability to influence and to comply with other people could be explained. Social impact often focuses on the individual's persuasive skills, power or position in the society, not the personal characteristics such as gender, or even the environmental elements itself. With the rise of social media as a social environment that is not limited by time and space, it is possible that there is a difference between the relationships and connectivity of each individual in the community. Thus, this study aims to understand deeply the role of gender and social media towards social impact through previous research. The study design is qualitative research using literature review method based on two main databases namely Science direct and Wiley Open Library. Generally, journals that have been selected and reviewed are only open accessed, in psychology and social science field for the last 10 years. Results shown that, women have higher tendency to comply and influence their social environment compared to men, moreover social media could also enhance the effect of the social impact by providing broader connection. Advance research is still needed to measure the significance of role of gender and social media in real and online life settings, and discover other personal characteristic that could also contribute to social impact.

Keywords: role of gender, social impact, social media

Introduction

Across their life, individuals connected and influenced by their social environments. The understanding of social impact or how individuals negotiate with their social environment, could help us to plan strategic way to boost social movement or changes more efficiently. Previous studies hypothesized that several individuals that categorized as influencer (or person with high social power) usually characterized with interest and high energy to connect with other people, or certain position on social structures (Smith & Fink 2015). Cialdini also supported this argument by composed 6 principles of request that people usually comply to: 1. someone's that close or know (friendship), 2. position that (commitment), 3. request that is rare (scarcity), 4. need to pay back (reciprocity) ,5. social environment that we believe similar to ourselves(social validation), 6. someone who holds higher position(authority) (Branscombe & Baron, 2017).

Moreover, influential people predicted to be easily be influenced by others and have certain personality that associates with persuasion power. These characteristics described close to combination of 'dominance' and 'influence' traits based on DiSC personality test (Poulopoulos et al, 2018) or 'extraversion' based on BIG Five personality test. There are not many research that covers the social impact topic in social media context and variances of personal characteristic (besides personality trait) that could contributes to social power. Thus, this study aims to understand role of social media and one of personal characteristic namely gender towards social impact. In consequences, this study hopefully could give general information about social impact
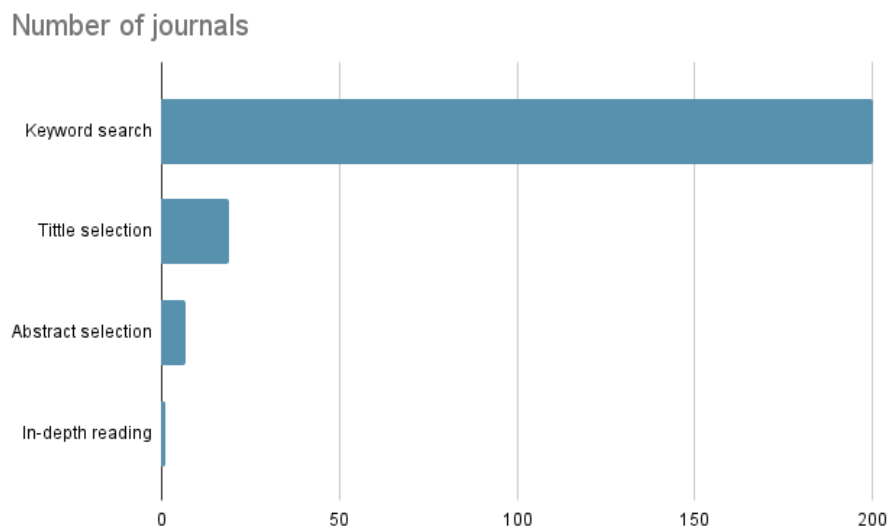
dynamics as well as factors that could contribute in it as a baseline for future research, and also evolving research in social sciences and psychology field.

Method

This research is a literature review that are focused on journals in Psychology and Social Science fields on these following databases, Science direct and Wiley Open Library. Within keywords ("social impact" OR "social compliance" OR "social influence" OR "social factor" OR "social connectivity" OR "social interactions" OR "social power") AND ("social media"), AND ("gender") in the last 10 years or the rising of social media era. Resulting 789 journals based on the keywords search, then selected only less then 20 journals with matching tittle and abstract according to the theme and specific context. The journal selection method shown as diagram below.

Picture 1.
Journal selection method

Results

Table 1.
Results

Title	Author(s) (Years of publication)	Method	Findings	Theme
How is extraversion related to social media use? A literature review	Bowden et al (2020)	Preferred Reporting Items for Systematic Reviews and	Across Facebook, Twitter, and Instagram, social media were most likely used by extraverts. Where, social media function as a place to create and share	Social media, personality

		Meta-Analyses (PRISMA)	content, and receive social feedback.	
Preventive Behaviours during The Pandemic: The Role of Collective Rituals, Emotional Synchrony, Social Norms and Moral Obligation	Zlobina & Davila (2022)	Structural Equations Modelling (SEM)	Social norms directly predict individual's compliance and indirectly on moral obligation	Social impact, social norms
Effects of Gender Role on Social Connectivity and Marital Safety: Findings from a Cross-Sectional Study Among Married Adolescent Girls in India.	Raj et al (2021)	Cross-sectional survey	Belief related to caste/religion closely associated with social connection, freedom of movement, and digital connectivity.	Social impact, gender
Are Gender Differences in the Big Five the same on Social Media as Offline?	Bunker, Saysavanh, & Kwan (2021)	Qualtrics survey	It suggests that time spent on social media may serve as a potential explanation for why higher reports of these two interpersonal traits by women compared to men are more pronounced on social media compared to offline contexts.	
Social (Dis)Approval and Collective Action Participation: Re-evaluation the	Blocq & Damen (2019)	Online Survey, logistic regressions	Social approval (especially from peer) has a positive effect on participation.	Social impact

Positive Linearity Thesis				
Communication Outside of the Home through Social Media during Covid-19	Pennington (2021)	Survey	Limiting time on social media may help avoid increased feelings of loneliness, as both passive and active uses contributed to greater feelings of loneliness and a decrease in life satisfaction.	Social media, social life
Psychological Benefits of Using Social Virtual Reality Platforms during The Covid-19 Pandemic: The Role of Social and Spatial Presence	Angeles & Hartmann (2020)	Online survey	The research points out the important role that immersive VR technology may play in favoring social connectivity and users' wellbeing in scenarios where other options (e.g., face-to-face contact) are not available.	Social media
Social media as a modern emergency broadcast system: A longitudinal qualitative study of social media during COVID-19 and its impacts on social connection and social distancing compliance	Mikal & Wurtz (2021)	Weekly survey	Another reported that social media content exacerbated "anxiety" and "feelings of helplessness".	Social media, social connection
Connecting with Close Friends Online: A Qualitative Analysis of	Scott, Stuart, & Barber (2022)	Anonymous online questionnaire	Online settings may reduce the constraints some young adults feel when communicating with friends in face-to-face	Social media, social

Young Adults Perceptions of Online and Offline Social Interactions with Friends			contexts and offer a comfortable space for interactions characterized by greater confidence and reduced inhibitions.	interaction
The Interaction and Influence of Digital and Non-Digital Structures, Cultures and Social Norms on Entrepreneurshp	Wesselink & Teulon (2022)	Case study	Some people preferred interacting online because they did not want to deal with customers face to face and so felt their personal space was protected by online interaction.	Social media, social interaction

Gender

Gender norm is one of social norm that certainly play a role to compliance. When individual meets certain expectancy of the group or the society, they will most likely to comply because of the acceptance or mutual feeling that they shared with the groups. Social factor such as norms influence the individual's compliance attitude by planting moral obligation and synchronized emotional experience (Zlobina & Davila, 2022). Social norms indirectly tell individuals to comply with society because it seems like right thing to do.

In several context, women are more likely to comply and use social media because women are expected to care more about their social life compared to men. Moreover, gender norms and stereotype advantages men more than women in term of freedom to move, having mixed-sex friend, or even romantic relationship. For example, in India, women are limited to own mobile phone, connect online, access several services and information because of certain belief related to caste and religion, social expectation or norms, and also relationship with husband or other family members (Raj et.al, 2021). In addition, Bunker, Saysavanh, & Kwan (2021) found that woman tends to have more interpersonal traits (such as connect with others) according to ecological, social or normative contexts. Therefore because of these reasons, it is also expected that woman will spend more time on social media to continue the interpersonal communication. According to Blocq & Damen (2019), most common reason people act contrary to the desire of group is rebelliousness, where individual's expectation doesn't meet the group's or feels frustrated to external stimulus.

Social media

In social media context, people can easily connect with other people, thus they will more likely to broaden their connection and comply to other's demand (or the trends). Social media primarily has become place to connect with others especially with old friends and family especially during pandemics when everybody is isolated and lacking opportunities to meet each other in real life (Pennington, 2021). And this becomes one of the chances that used by the influencer to stay connect with the society or even other people that they might not know. It is also supported by Angeles and Hartmann's research (2020) shown that social Virtual Reality (VR) experience engage user to feel being present without actually physically present, enjoyment, and also more opportunity to explore and express themselves. Moreover, in social media people have more social power because the freedom to express their opinion and share information. Multiple social media

most likely used by extraverts, that has tendency to seek for social attention, share and display positivity, and to make content (Bowden et al, 2020).

Online interaction offers a way of interaction that is not limited by distance, provides comfort (personal space), boost self-confidence and also reduced tension that could appear on face-to-face context (Scott, Stuart, & Barber, 2022; Wesselink & Teulon, 2022). Although some people find it easier to express themselves and connect with others, some people find it tiring to stay active and engage in social media. They resist the influence of online individuals because they feel like they have more control on their social life than accepting suggestion that given from those online Indvidual. According to Mikal and Wurtz (2021), social media is not just connecting individual to one another and as a place to exchange information, but could also increase anxiety and stress because of information overload.

This research only went through small amount of journal databases and short time range that could cause a low variance of journals, that could possibly be discussed about several cultures across the globe, in which woman position is relatively higher than man.

Conclusions

This research shown that gender norm played a certain role on compliance and social media usage. This factor is influence in several places that value cultured, for example India, where women is limited to their access social media. Overall, peoples have mixed opinion on social media. Social media is considered as an opportunity to broaden connection by reconnecting with friends and family and knowing other that they might not know. It is facilitating people a space to communicate, sharing information, provides comfort, boost self-confidence and etc. without being physically close to one another. In social impact context, social media helps individual to achieve some level of social power by presenting their content and opinion on larger numbers of peoples. People that already has some degree of social power also facilitated when social media connect them to bigger audiences. On the other hand, some people may also find less impacted by 'influencer' because they feel like the influencer has common power as other people. This study implies that for further social media improvement, the media needs to be flexible whether to help us consume a larger variety of content and connect to larger audience or allowing certain interaction (such as media presented or people suggested) to be limited so we won't consume something that aren't preferred. For further studies is also suggested to investigate more social culture context and use statistical measurement to examine the significance of role of gender towards social impact.

Acknowledgement

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