

Gender Differences in Text Messaging Usage

Catie Karst, Jeremy Ernst, Kara Pedersen, McKenzie Scholz, and Sara Gawinski
Faculty Mentor Won Jang

University of Wisconsin – Eau Claire Department of Communication and Journalism

Hypothesis:

There are significant differences regarding the ways males and females communicate via text messaging.

Helpful Definitions:

Gender-

“Sexual Identity, especially in relation to society or culture.”
•<http://dictionary.reference.com/browse/gender>

Text Messaging-

A short messaging service that includes video, pictures, and other sources of entertainment via mobile device.

Past Research Findings:

Females	Males
•Social means	•Entertainment
•Desire for interpersonal communication	•Need for information
•In-depth conversations	•Tasks
•Control social interaction	•Control social interaction

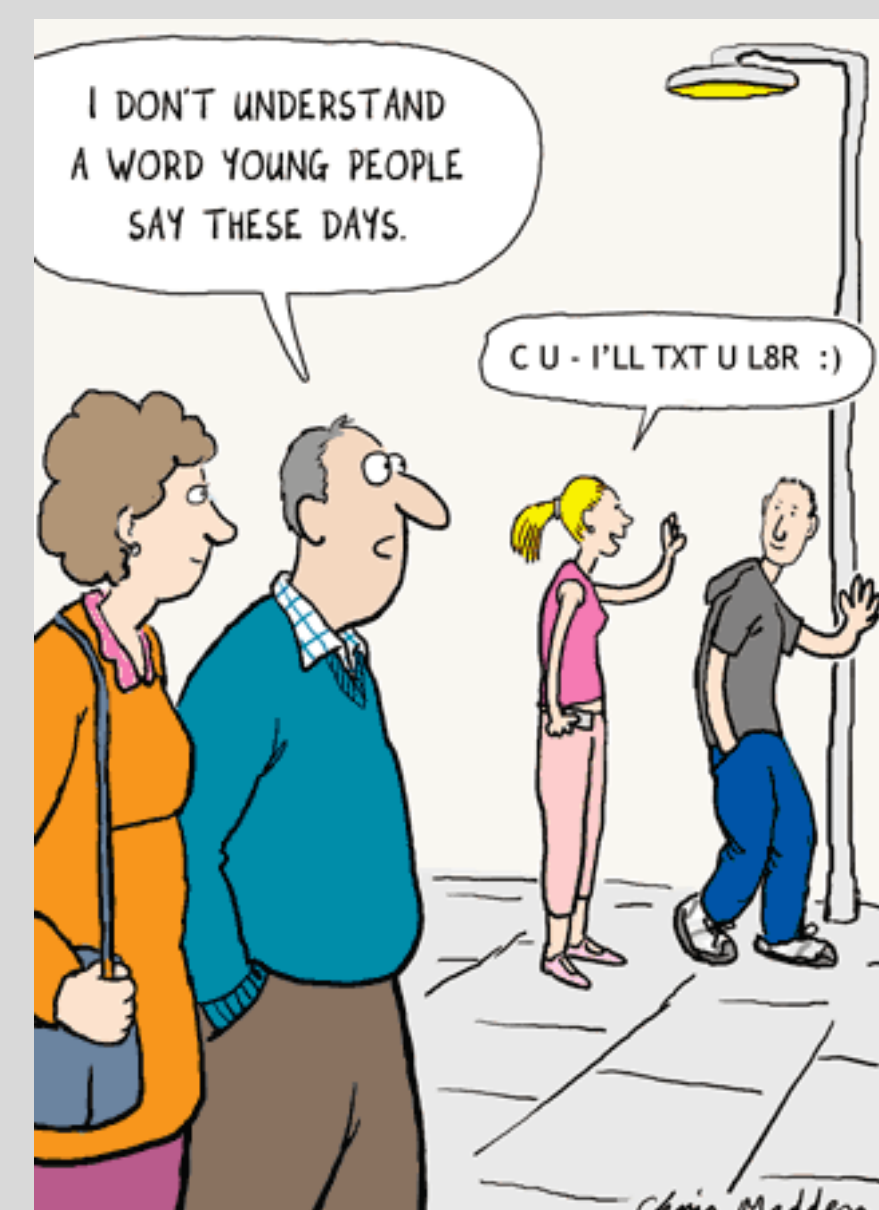
Methods:

We distributed an online survey to a convenient sample via Facebook .com. The survey was completed on a voluntary basis.

Sample

- 65 total participants
- Age 18-25 years old

https://uweauclaire.qualtrics.com/SE?SID=SV_8H1LrN5WoeHkTQ0



T-Test Statistics

	What is your Gender?	N	Mean	Std. Deviation	Sig.
What is the main reason you use text messaging?-Make plans	Male	30	3.80	.997	.759
	Female	35	3.89	.758	
What is the main reason you use text messaging?-Stay in touch	Male	30	3.23	1.251	.741
	Female	35	3.63	1.190	
What is the main reason you use text messaging?-Dont want to talk	Male	30	2.97	1.098	.448
	Female	35	3.29	1.126	
What is the main reason you use text messaging?-Bored	Male	30	2.97	1.189	.578
	Female	35	3.40	1.006	
What is the main reason you use text messaging?-Easier method of communication	Male	30	3.37	1.273	.519
	Female	35	3.46	1.094	
What is the main reason you use text messaging?-Just replying to someones text	Male	30	3.67	1.093	.894
	Female	35	3.71	.987	

Findings

	N	Minimum	Maximum	Mean	Std. Deviation
What is your Gender?	65	1	2	1.54	.502
Do you own a cellular phone with a text messaging plan?	65	1	2	1.03	.174
Do you use text messaging as a common method of communication?	65	1	5	4.06	.966
How many texts do you send per day?	65	1	3	1.68	.793
How often do you find yourself misinterpreting text messages?	65	1	3	2.58	.610

Discussion:

Significance

- The study conducted shows that there were no significant differences between males and females and their text messaging usage.
- All of the results reject the research hypothesis and accept the null.

Future Research

In future research regarding this topic, there are a number of changes that could be made:

- Larger Sample (Law of Large numbers)
- More diverse sample
- More time to collect data
- Possible focus group
 - Opportunity to collect more in-depth data
- Different sampling method (i.e. Systematic)