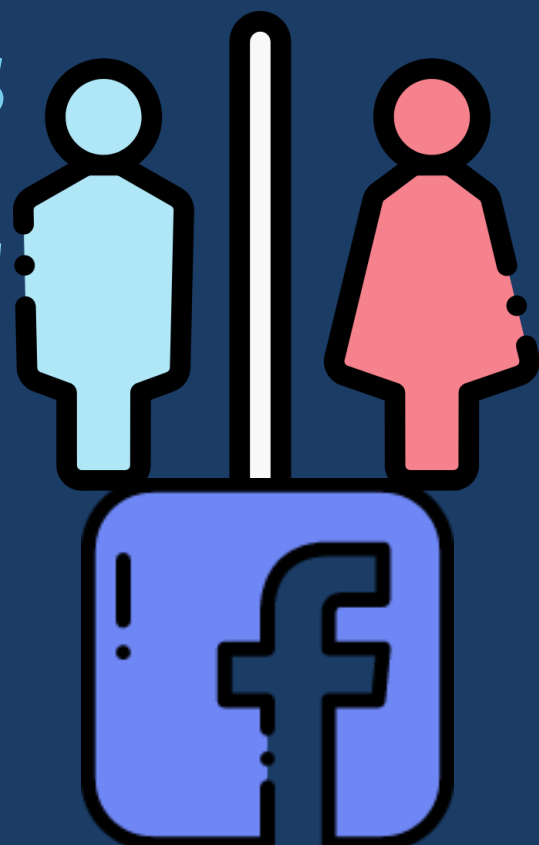


GENDER STEREOTYPES 2.0: SELF REPRESENTATIONS OF ADOLESCENTS ON FACEBOOK

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<http://dx.doi.org/10.3916/C48-2016-08>



INTRODUCTION

Teenage girls and boys make different uses of online social networks, and girls are at greater risk of being harmed by non-adaptive use. The aim of this study was to investigate the extent to which teenagers present themselves in terms of gender stereotypes on their Facebook profiles.



METHODOLOGY



The participants, 623 Facebook users of both sexes, answered the Bem Sex Role Inventory (BSRI) and the Personal Well-being Index (PWI). In the first phase, they responded about how they see a typical adult in terms of gender stereotypes. In the second phase, half of them answered the BSRI in relation to how they see themselves, and the other half on how they present themselves on Facebook..

RESULTS

The results show that adolescents consider themselves to be more sexually undifferentiated than a typical adult of the same sex, both in their self-perception and in their presentation on Facebook. It is confirmed that the psychological well-being of girls decreases considerably with age and is associated with a higher degree of masculinity.

CONCLUSIONS



Results suggest that adolescents produce true representations on their Facebook profiles, and that there is a trend towards a more sexually undifferentiated self-conception and self-presentation with a slight preference for male traits in both boys and girls; furthermore, masculinity is associated with a higher degree of psychological well-being.

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