

## Evaluating demographic factors between gender on Facebook

### ABSTRACT

Social networking sites have increased the way individuals across the globe relate and connect to each other with Facebook being the leading site. The identity that an individual takes depends on one's target audiences; thus, determining the content of their profile. The offline activities of an individual determine the online activities. This implies that Facebook activities are directly influenced by demographic factors. As such, the study has evaluated the impact demographic factors such as age, name, gender, and relationship status has on Facebook. The researchers suggest that most people use fake names, either full or some part of their Facebook names. In addition, most of the Facebook users are young people, especially college students. Besides, the gender of a user determines the main activities that one engages into in Facebook. Most females are concerned with privacy and trust issues with a higher tendency of updating statuses and uploading photos more frequently than male. Lastly, the study found that relationship status has a direct impact on Facebook identity representation where unmarried or divorced people use Facebook more often while married, engaged or dating users tend to be more conservative in their activities and relation with other people. The study supports the previous studies on the impacts of demographics and gender on the online behavior of Facebook users. Further, the study offers new knowledge of how the variations of the demographics impact the online presentation of individuals.

**Keyword:** Fake account; Post; Upload; Offline; Online