

**ROLES AND INFLUENCE OF SOCIAL MEDIA IN GENDER STEREOTYPING
OF SELECTED CAVITE STATE UNIVERSITY STUDENTS**

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**RENATO A. PAGADORA JR.
HANNAH T. SOTOLOMBO**

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ABSTRACT

PAGADORA, RENATO JR. A and SOTOLOMBO, HANNAH T. Roles and influence of social media in Gender Stereotyping of selected Cavite State University students. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. April 2018. Adviser Mrs. Racquel G. Agustin.

The study about roles and influence of social media in gender stereotyping aims to determine: (1) the demographic profile of the selected Cavite State University students in terms of sex and gender; (2) the roles and influence of social media in terms of information seeking and expression of opinion; (3) the perceptions of the selected students of Cavite State University towards gender stereotyping; (4) the differences on the perceptions of the participants towards gender stereotyping after viewing the selected videos that are retrieved from Facebook and YouTube; and (5) the level of influence of social media in gender stereotyping of the participants.

To determine the variables of the study, the researchers used descriptive quantitative approach and provided a survey questionnaire and videos that were retrieved from Facebook and Youtube. Statistical analysis to measure the roles and influence of social media towards gender stereotyping was used. By using videos that were retrieved from Facebook and Youtube in which gender stereotyping was presented the result of the survey determined the roles and influence of social media towards gender stereotyping of the participants.

Among the 90 participants, who were 45 men and 45 women there are 50 masculine and 40 feminine. It was also identified that the participants were 18 and above. Results revealed that the participants agreed on the roles of social media in terms of information seeking and strongly agreed in terms of expression of opinion. The study found that the

participants disagreed on the stereotypical statements of women and same as the stereotypical statements for men. After viewing the selected videos, the perceptions of the selected students of Cavite State University shows a difference, more disagreed on the stereotypical statements for women and same as for men.

Based on the key findings of the study, it is recommended that students of Cavite State University should use social media to promote gender equality. Students should explore social media for it plays a significant role in gender stereotyping and it is not only used to communicate and gather information but it can also be used to change people's perception. Future researchers may conduct further studies about roles and influence of social media towards gender stereotyping. They may also conduct more researches on strategies and techniques that may help to enlighten the students regarding to the issues about gender stereotyping. The Gender and Development (GAD) program of Cavite State University may use the study in support to its advocacies in gender sensitivity and gender equality. Lastly, the research may be useful for the students of Cavite State University and the GAD program of the said university for it could catalyze the information dissemination of gender sensitivity and gender equality towards the university.

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