



Social Media, Gender and Student Attitudes toward eLearning

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This study was conducted to address the following question: Does gender impact overall attitudes toward eLearning? After surveying 80 college students at a public university in Japan, we found that there's not a gender difference in terms of attitudes toward eLearning except for attitudes toward blended learning. To our greatest surprise, computer self-efficacy, privacy concerns and attitudes toward Facebook use for academic purposes were not different at all. We think the gender gap is disappearing because of the ubiquity of smart phones, tablets and broadband technologies.

Independent Samples Test

t-test for Equality of Means					
	F	Sig.	t	df	Sig. (2-tailed)
Attd. Twd. Using Facebook	.068	.795	-1.459	77	.149
Attd. Twd blended learning	.616	.435	-2.539	78	.013
Attd. Twd taking online classes	.397	.531	-.975	76	.333
Attd. Twd. Getting an online degree	1.150	.287	-.457	76	.649
Privacy Concerns	1.118	.294	1.335	77	.186
Computer self-efficacy	5.064	.027	.205	78	.838
Usefulness of eLearning	.008	.927	-1.277	79	.205
Easiness of Learning	.039	.844	-.910	78	.366
Satisfaction with the class Facebook page	.290	.592	-1.396	60	.168

N=80



Group Statistics: Mean Scores of Males and Females

	gender	N	Mean	Std. Deviation	Std. Error Mean
Attd. Twd. Using Facebook	Female	51	4.65	1.369	.192
	Male	28	5.11	1.286	.243
Attd. Twd blended learning	Female	52	4.5308	1.05152	.14582
	Male	28	5.1714	1.12179	.21200
Attd. Twd taking online classes	Female	51	3.6318	.93821	.13138
	Male	27	3.8395	.80557	.15503
Attd. Twd. Getting an online degree	Female	53	3.9906	1.11297	.15288
	Male	25	4.1067	.88569	.17714
Privacy Concerns	Female	53	4.8679	1.36241	.18714
	Male	26	4.3974	1.67603	.32870
Computer self-efficacy	Female	53	4.3302	1.30805	.17967
	Male	27	4.2593	1.72855	.33266
Usefulness of eLearning	Female	53	4.1321	1.20954	.16614
	Male	28	4.5000	1.27657	.24125
Easiness of Learning	Female	53	4.4151	1.29249	.17754
	Male	27	4.6852	1.17791	.22669
Satisfaction with the class FB page	Female	41	4.1220	1.25514	.19602
	Male	21	4.6071	1.37061	.29909