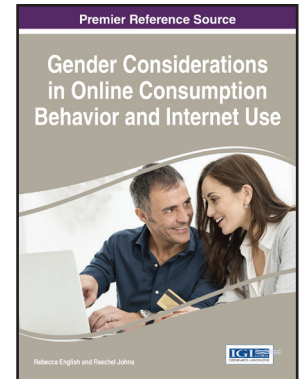


Gender Considerations in Online Consumption Behavior and Internet Use

Part of the Advances in Human and Social Aspects of Technology (AHSAT) Book Series

Rebecca English (Queensland University of Technology, Australia) and Raechel Johns (University of Canberra, Australia)



Description:

The use of social media and blogging websites has become more prevalent especially among young women; this trend suggests that gender has the potential to coincide with one's actions and engagement online. Despite this notable trend, there is still a dearth of research on how women use the internet and how it affects their health, families, and interpersonal relationships.

Gender Considerations in Online Consumption Behavior and Internet Use considers the use of online technologies through the lens of gender. From blogs dedicated to motherhood and infertility, to the Movember men's health movement, gender identity is expressed in a communitive way online.

Readers:

This book provides empirical evidence on gender-specific internet usage and the feminine online experience. It is a valuable resource for students, academicians, researchers, technology developers, and government officials.

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Topics Covered:

- Anti-Vaccination Sentiment
- Brand Building Online
- Female Identity
- Gender Studies
- Social Data Mining
- Social Media and Gender
- Women Bloggers

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