

## PURPOSE

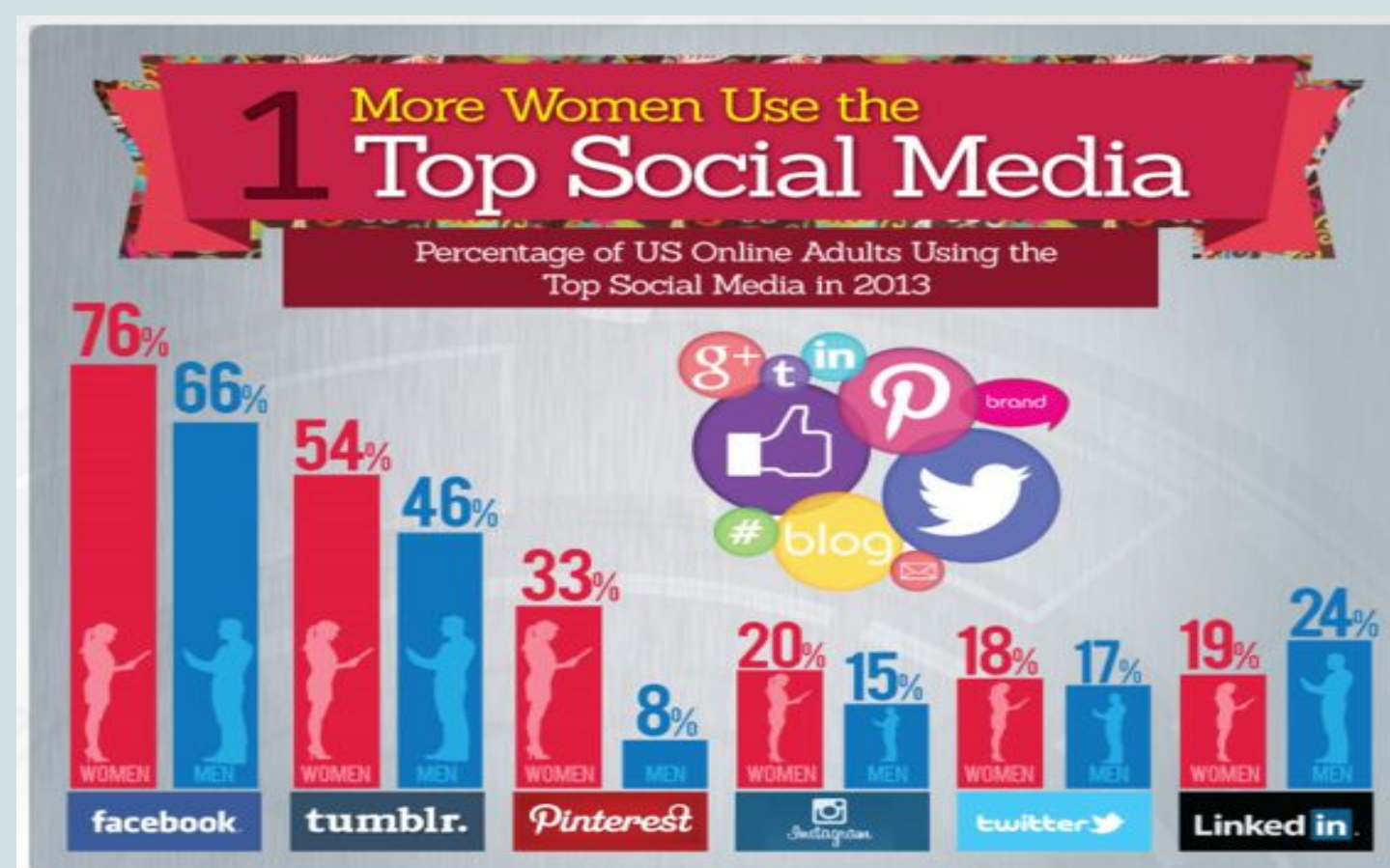
The goal of this research is to analyze social media usage by students at Palo Alto High School and the best ways to promote gender equality to teenagers.

## INTRODUCTION

Teens and social media are seen as inseparable these days. There are many ways to optimize usage of social media to promote social good, if it is utilized in the correct ways. There is a problem with how social media is being used.

**How can social media sites work to effectively promote gender equality for teenagers?**

Figure 5 (right) shows the social media sites that women are most present on, showing where social media will have the most effect on women.



## DATA AND FINDINGS

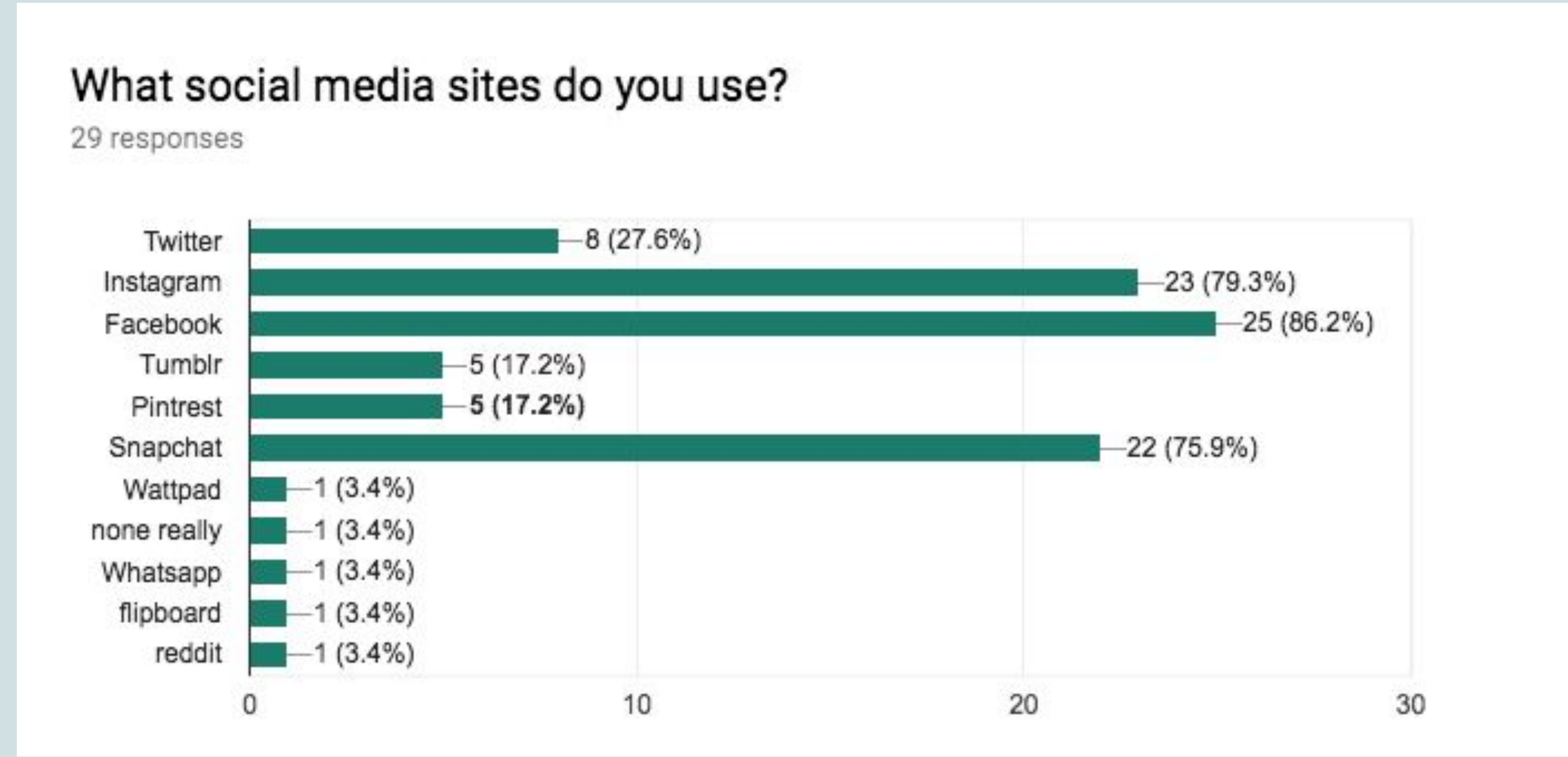


Figure 1 (left) shows the social media sites used by the teens surveyed. The social media applications most used by teens are shown to be Snapchat, Instagram, and Facebook

- 1** Communication
  - communicate with peers or family
  - meet others with the same interests
- 2** Creative Content
  - get inspiration from others
  - look at aesthetic photographs
- 3** Self Expression
  - engage in social sharing
  - publish photos

Figure 2 (above) shows different themes found in the responses to the survey. Most teens use social media for communication, viewing other people's creative work, or to express themselves.

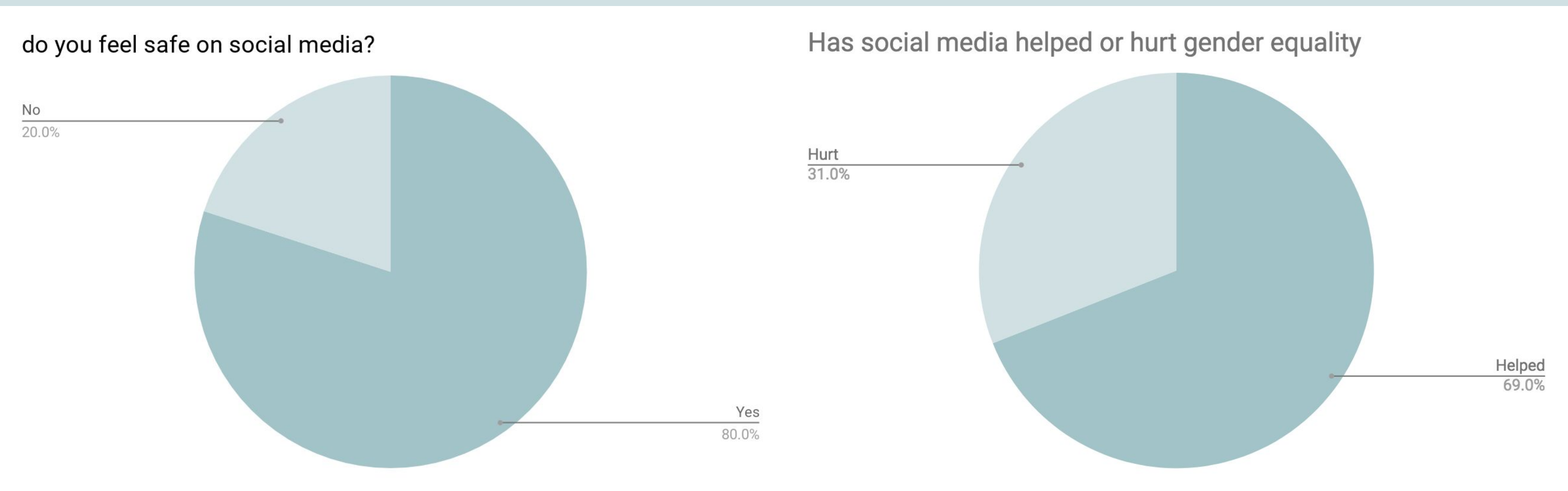


Figure 3 (above, left) shows the breakdown of how safe teens feel on social media

Figure 4 (above, right) shows teen opinions on whether social media has helped or hurt gender equality.

## CONCLUSION

- This research is just the starting point to help solve a much larger issue.
- In order to promote gender equality most effectively, more research must be done on a wider basis about campaigns for equality that have worked in the past or ways to create successful campaigns for the future.

## EVALUATIONS, NEXT

### STEPS

1. Most teenagers primarily use social media to connect with friends and family and find people with common interests.
2. Social media has promoted unrealistic standards for women. Women are judged much more harshly than men are for posting some of the same content.
3. Many teenagers think that the best way to utilize social media is to add more regulation and conduct more informative campaigns.
4. In order to work on a larger scale, the research must be expanded to consider other societies and cultures outside of the US and recognize the barriers there.

## CREATE GIVE ANALYZE

a survey about social media      the survey to AAR classes      the data using coding

## ACKNOWLEDGEMENTS AND REFERENCES

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**Works Cited:**  
 Ramasubbu, S. (2016, June 15). Does Gender Matter on Social Media? Retrieved from Huffington Post website: [http://www.huffingtonpost.com/suren-ramasubbu/does-gender-matter-on-social-media\\_b\\_7591920.html](http://www.huffingtonpost.com/suren-ramasubbu/does-gender-matter-on-social-media_b_7591920.html)