Social Media Applications Preference by Generation and Gender: An Exploratory Study

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ABSTRACT

Social media information systems have become increasingly popular and play a considerable role in the daily activities of many Internet users. This paper utilizes the association rule mining approach to extract production rules to compare generations and genders using a dataset from a survey of Internet users obtained from the Pew Research Center to investigate differences in the social media applications preferences among Millennials, generation X, and Baby Boomers, as well as between male and female users. The results support the existence of generational and gender differences with different levels of significance. The data set was also used to build a neural network that generated some encouraging preliminary results.

Keywords: Social media information systems, millennials, generation, gender, association rule mining