

Noticing the other gender in Google+










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Google+ has an interesting feature...

o Las Casas | View profile as: Yourself ▾ | 144 followers | 2,671 views

Basic Information ✕



Gender Male ▾ Public ▴ ▾

Male

Female

Other or Decline to State

Looking for Extended circles ▴ ▾

☐ Networking

Birthday June ▴ ▾ 26 ▴ ▾ 1988 Your circles ▴ ▾

☐ Show birthday year

Facebook	Female Male Custom
Google+	Female Male Other
Pinterest	Female Male Unspecified
Flickr	Female Male
VK	Female Male
Instagram	Female Male
MySpace	Female Male Unspecified

Reasons to Chose Other

Not a Person

Privacy Worries

Non-binarism

Data?

<http://plus.google.com/robots.txt>

- All public profiles
- 2012

male	80,683,714	50.33%
female	43,506,597	27.14%
other	2,341,531	1.46%
[private]	33,773,112	21.07%
	160,304,954	100%

Other-gendered users:

Less interested in friends
and more interested in
networking...

... also, words they used
the most in self-description
are related to work:

“service”, “business”,
“world”...

... so many of them must be
companies or organizations
instead of individuals.

Basic Information

Gender	Other or Decline to State
Looking for	Who are you looking for?

Story

Tagline

A brief description of you

Introduction

Put a little about yourself here so people know they found the correct Diego.

Bragging rights

Examples: survived high school, have 3 kids, etc.

other (VR): Rough way to filter out companies;

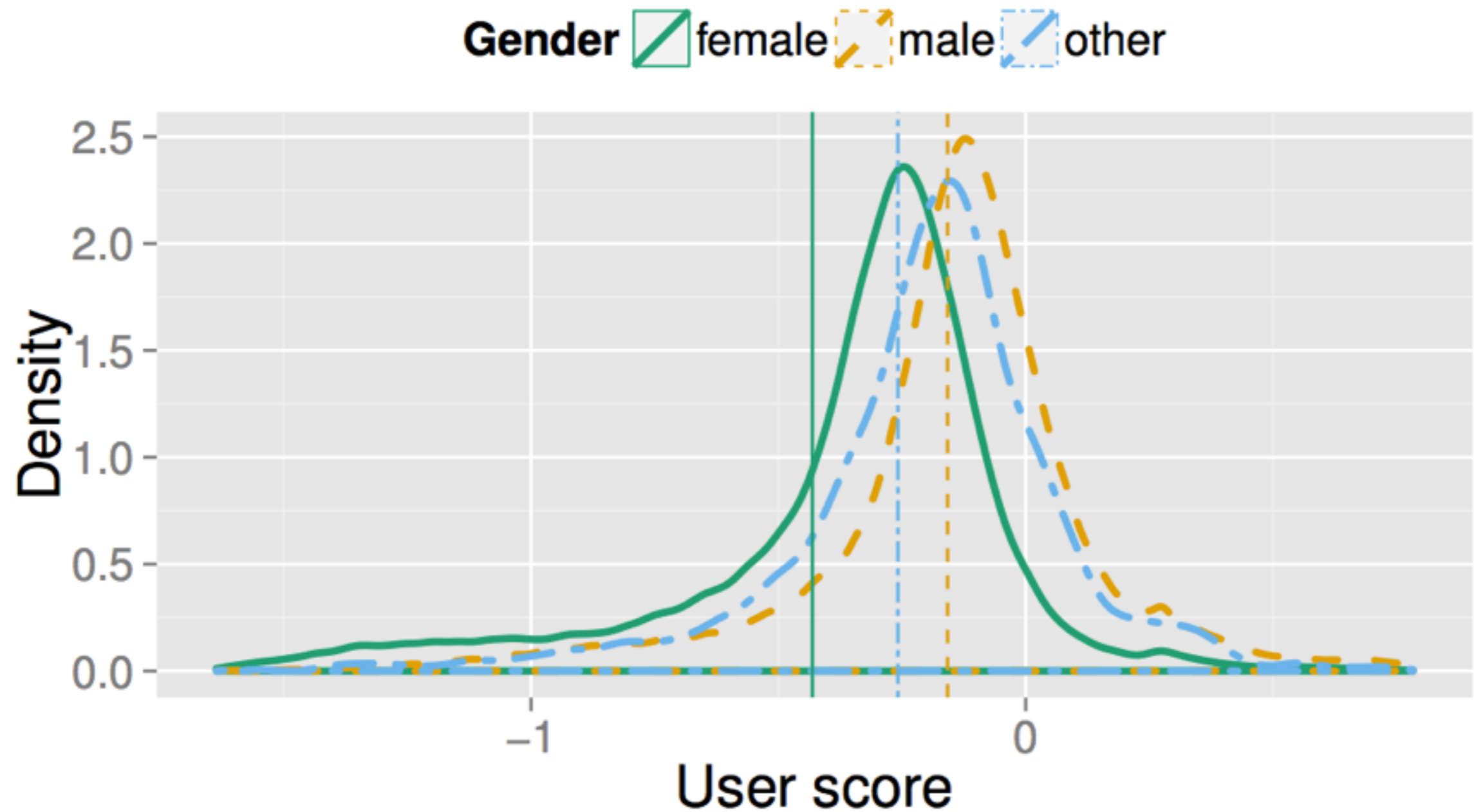
Other-gendered users who disclose their
relationship status

companies will hardly fill this profile field in

Top 5 words in...	... tagline	... introduction	... bragging righths
male	life, love, man , music, guy	love, life, years, music, time	school, kids, years, college , life
female	love, life, girl , fun , world	love, life, years, people, name	school, kids, children, love, years
other	love, life, music, world, service	service, business, people, world, company	years, school, world, service , business
other (VR)	love, life, fun, people, world	love, life, people, name, time	school, kids, years, love, life

Tackling Language use in posts: we want to frame other-gender users in a binary spectrum and see whether they lean to other gender roles or stay in a middle ground (non-binary?)

1. For each gender, calculate the word use frequency
2. Select the 1% most frequent words used by males and females (let's call it a "binary only" basis)
3. Find the percentage of male users who employed each word and standardise it - this is a rough measure of how "masculine" the word is compared to a the basis
 - Negative values: words more used by females
 - Positive values: words more used by males
4. Average the score of all words employed by each user



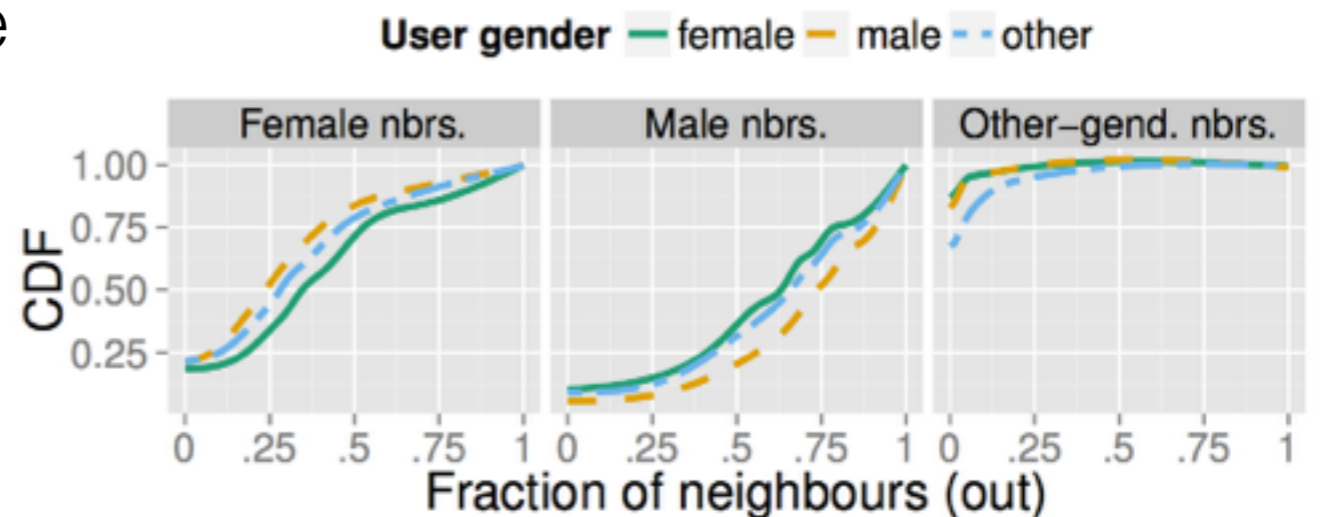
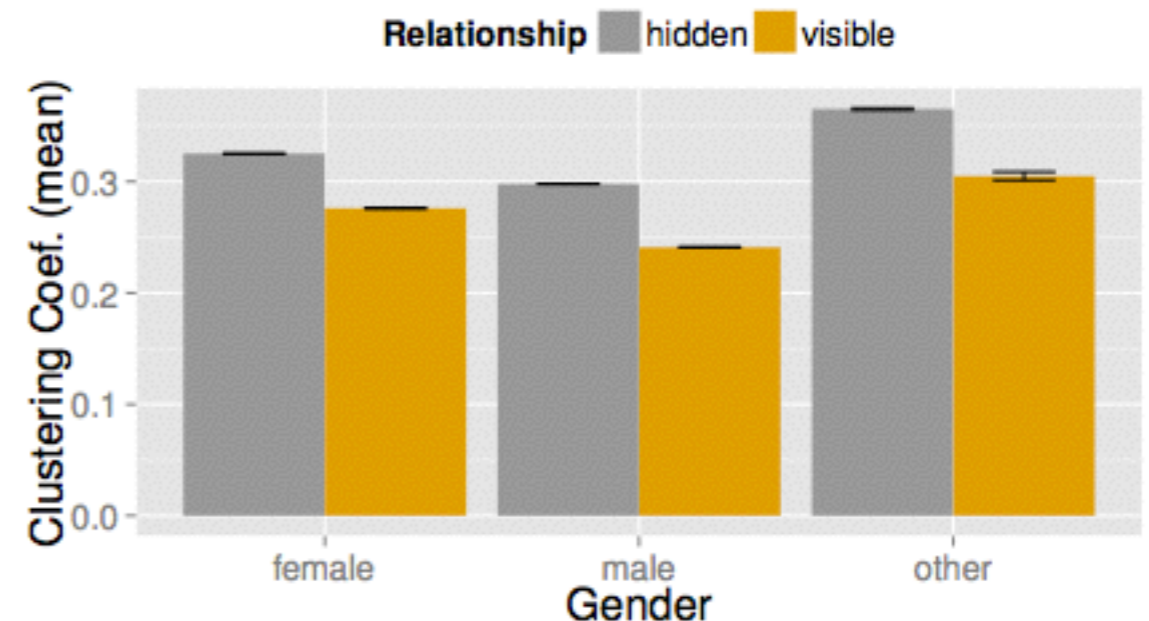
More spread

Centred between females and males.

Network

- Ego-network -> higher clustering
- Homophily: more other-gendered neighbours and more male and female friends than the “opposite” gender

Other-gendered users tend to be connected by a **rich network** with **more other-gendered users**, perhaps in a community fashion.



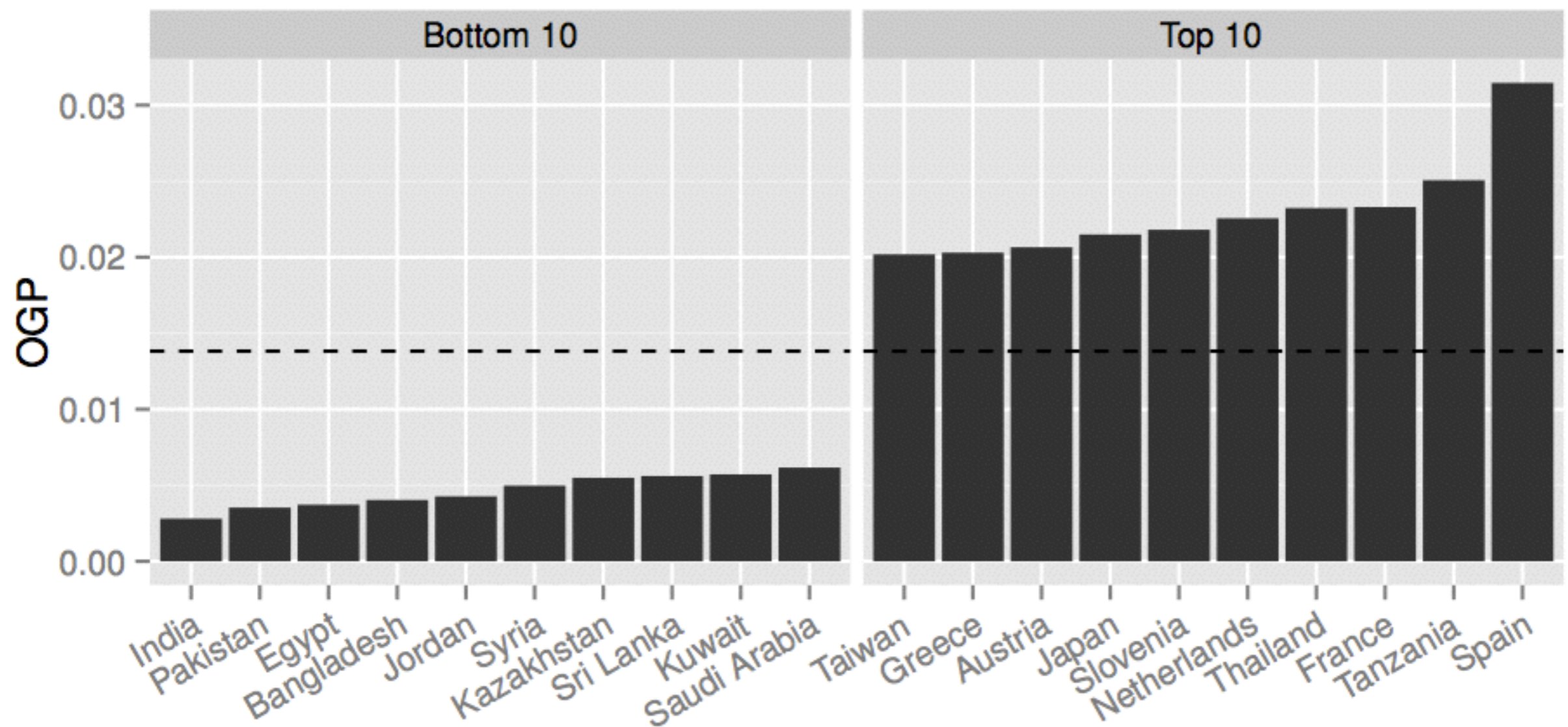
Country as (one aspect of) Social Context

Public current location: 22,578,898 (14.08%) users

OGP: Other-Gendered Proportion 🙄/

- Proportion of other-gendered users who state the country as their current location
- Excluded from this analysis countries with less than 10,000 users
- Data: 21,563,667 (96.78%) users in 96 countries

Some of the countries have extremely inexpressive OGPs



OGP X Gender Inequality: $\rho = -0.53$

(Human Development Report, 2012)

Concluding

- We briefly described how other-gendered users describe themselves to the world;
- Showed some ways they manage to situate themselves in between the gender binary and may perhaps form rich communities;
- Observed that users from distinct countries have different dispositions towards expressing themselves as other-gendered, and this is related to gender equality in the country.



UFMG

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Thanks!