

Abstract

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Gender differences in English comments on Egyptian Facebook pages

Studies on gender and language have evolved from dominance and difference models to more contextual dynamic approaches which assume that gender roles are flexible and context-sensitive. Social media in particular offers a new and rich medium for investigating gender differences in language use. The very few studies conducted so far on the language of Facebook in the Arab world have merely focused on its negative effect on Arabic language. This study thus attempts to examine gender differences in the language of Facebook comments written by Egyptians in English with specific reference to politeness, supportiveness, and emotional expressiveness. The findings of the study confirm some commonly reported gender differences and refute others. Recommendations are made for further research on other types of social media using both qualitative and quantitative methods, on both English and Arabic language.