

Student Preferences With Regards to the Use of Internet Content: Gender Differences

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ABSTRACT Youth population is the one most receptive to the appearance and use of new technologies, which renders the focus of researchers on the relationship between the young and the Internet quite justified. Considerable attention is drawn to particular variables such as age, education, gender and socioeconomic status, which are considered the most significant predictors of online behavior. The paper presents the results of a research based on a quantitative approach the aim of which was to examine Internet content preferences depending on the gender of students in the Balkans, and the results of the research point to the presence of gender differences. In comparison to female students, male students mostly prefer educational and entertainment content on the Internet. On the other hand, the obtained data shows that online video gaming and ecommerce services are dominated by female respondents.