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DIFFERENCES IN ONLINE SOCIAL MEDIA MAVENS: THE GENDER GAP
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Abstract

Consumer Behavior experts have acknowledged the significant impact market mavens play in the dissemination and acceptance of new products in the market place. The emergence of online social media mavens has only recently been recognized. Based on traditional patterns of behavior and Internet usage it could be assumed the predictable demographics of the social media maven would be male, young, educated and with an above average income. This study investigated these traditional assumptions and discovered unique differences in online social media mavens. In order to determine potential Social Media Mavens, this research looked beyond usage of social media and instead at who was communicating with others about social media both in the form of recommending and encouraging the usage of social media. Results indicate the gender dominance of males is leveling, signaling the potential of females to drive social media acceptance and usage to ultimately reign as Online Social Media Mavens.

Keywords

Social Media, Market Mavens, Gender Differences