

MASTER'S THESIS EXAMINER REPORT

IEPS – International Economic and Political Studies

Faculty of Social Sciences, Charles University

Thesis title:	Gender Differences in Online Practices: Case studies from Egypt, Iraq, and Jordan
Student's name:	Lara Naber
Referee's name:	Doc. Julie Chytilová, Ph.D.

Criteria	Definition	Maximum	Points
Major Criteria			
	Contribution and argument (quality of research and analysis, originality)	50	40
	Research question (definition of objectives, plausibility of hypotheses)	15	15
	Theoretical framework (methods relevant to the research question)	15	13
Total		80	68
Minor Criteria			
	Sources, literature	10	10
	Presentation (language, style, cohesion)	5	5
	Manuscript form (structure, logical coherence, layout, tables, figures)	5	3
Total		20	18
TOTAL		100	86

Plagiarism-check (URKUND) match score:

The results of the Turnitin analysis do not indicate significant text similarity with other available sources. Specifically, the Turnitin check indicates 13% overall similarity, but it has not identified any specific individual source for which the similarity would be higher than 1%.

Reviewer's commentary according to the above criteria:

The Master thesis of Lara Naber focuses on gender differences in Facebook business practices in conservative countries where interactions of women with strangers are restricted. This is an interesting and important area of research. The author clearly states five specific hypotheses she aims to test, all of which are nicely linked to the existing literature on the topic. Also, more generally, it is obvious that the author has a sound knowledge of the relevant literature and the thesis provides a useful overview of the related literature.

In order to answer her questions, Lara Naber uses a well-chosen and appropriate mixture of various methods, combining analysis of data she collected from Facebook groups in three countries (Egypt, Iraq and Jordan) with qualitative interviews and language analysis of the Facebook posts. These methods nicely complement each other. She finds that women

disproportionately focus on advertisement of products to other women and, perhaps most interestingly, that women are more likely to hide their real identity than men. The qualitative interviews suggest several reasons why this may be the case.

While the methods are in general appropriate, I have several comments/suggestions. First, since the main research focus is on gender differences in conservative countries, I would expect to see in the main analysis whether the results observed are specific for conservative countries, i.e. a comparison of the data from conservative vs. non-conservative country (e.g. Egypt vs. US). Instead, the main focus is on three conservative countries. Related to this point, and I want to appreciate that, the author did collect a supplementary dataset in US for comparison, although the sample size is rather small (N=45) which does not allow her to run a meaningful comparison. Second, while I also want to appreciate that the author presents the results of a regression analysis, it would be useful to have a section in the thesis explaining in greater detail the specific methodology, regression specifications, etc.

In terms of the form of the manuscript, it is well written and structured, and easy to read. At the same time, the regression tables could be better organized and there are some typos in the manuscript. e.g., on page 54: "As a result, the mean of females who use emotional words in their postings is more than double of males in the total sample (1.207 for females and 1.67 for males).", which does not make sense and the last number should be 0.49 instead of 1.67.

Finally, I would like to appreciate that at several places in the text and in a separate short section the author openly discussed the limitations of the analysis.

To sum up, I believe the thesis fulfils the requirements for a master thesis at Faculty of Social Sciences, Charles University. I recommend the thesis for the defence and suggest grade B.

Proposed grade (A-B-C-D-E-F): B

Suggested questions for the defence are:

1. What were the reasons why you decided to primarily focus on three conservative countries rather than comparing conservative vs. non-conservative country?
2. The hypothesis 1 is formulated as follows: "*Men tend to post business-related posts on public groups more than women.*" The author tests this by comparing the ratio of business-related posts on all posts across gender and finds no significant differences. This is also interesting but, in my view, does not fully answer the question. Wouldn't it be interesting to compare the absolute number of business-related posts across gender? What if women are in general much more or much less likely to make posts than men? Then, even if the ratio of business-related posts is similar for men and women (around 50%), this would not imply that both genders make business-related posts with similar frequency.

I recommend the thesis for final defence.

Referee Signature

Overall grading scheme at FSV UK:

TOTAL POINTS	GRADE	Quality standard
91 – 100	A	= outstanding (high honor)
81 – 90	B	= superior (honor)
71 – 80	C	= good
61 – 70	D	= satisfactory
51 – 60	E	= low pass at a margin of failure
0 – 50	F	= failing. The thesis is not recommended for defence.