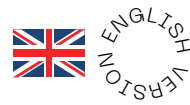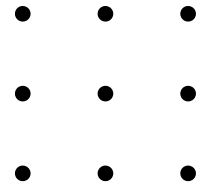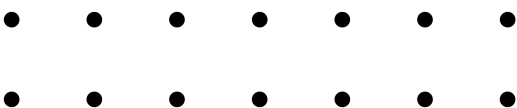# DATA ANALYSIS REPORT

ENGLISH VERSION

MYGENDER DATA ANALYSIS REPORT
Report with the main results of the fieldwork

MYGENDER
Mediated young adults' practices:
advancing gender justice in and across mobile app

TABLE OF
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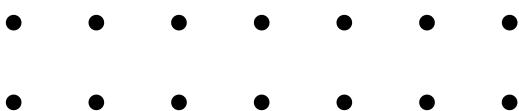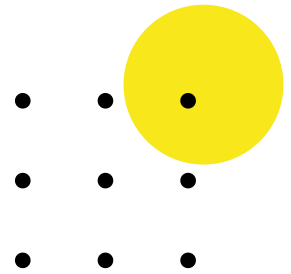
THE REPORT

It is with reliable information and scientific data that organisations and projects can contribute to building strong foundations for a knowledge-sustained society. With such purpose, the team of MyGender – Mediated young adults' practices: advancing gender justice in and across mobile apps launch the Data Analysis Report summarising the main findings across several fieldwork objects endured, envisioned in the project conceptualization and financially supported by Fundação para a Ciência e a Tecnologia (PTDC/COM-CSS/5947/2020). This report is part of the project's scientific dissemination strategy that is focused on five different audiences: academics, specialised audiences (policymakers, stakeholders, developers), educators, young adults, and the general public.

This report includes the main findings from an online survey (to a representative sample of 1500 young adults in Portugal, with sociodemographic quotas); a 3-month tracking data of smartphone uses of 342 young adults, 6 focus groups (N=31) to university students and semi-structured interviews conducted to 25 young adults living in Portugal. The Data Analysis Report has systematised the main results of the fieldwork already conducted, however, the MyGender project is still developing more data and, mainly, more analysis that has the fieldwork's data from a scientific standpoint, to further understand young adults' engagement with the technicity and imaginaries of mobile applications (m-apps), in terms of their everyday practices and (re)negotiations of their sexual and gender identities.
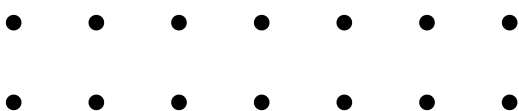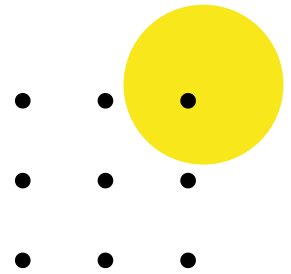
THE PROJECT

MyGender – Mediated young adults' practices: advancing gender justice in and across mobile apps is the first study in Portugal to explore how young adults engage with the technicity and imaginaries of mobile applications (m-apps), incorporating them into their everyday practices and (re)negotiating from them their sexual and gender identities. The project departs from an understanding of technology as a producer of meanings, subjectivity and agency, shaped by power relations, which challenges research focused on the risks and opportunities or the uses and gratifications of digital practices.

Adopting a critical perspective of contemporary digital media, the project analyses affordances, grammar, platform politics and content, as well as uses, appropriations and incorporations, to understand how they influence hegemonic normativity and alter the lives of young adults.
MyGender offers quantitative and qualitative insights into how Portuguese young adults engage with different categories of apps, from social media and dating to gaming, health and fitness to self-tracking apps. This report is one of the outputs with the first main results of the fieldwork.
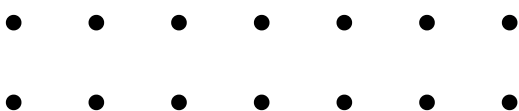
FIELDWORK #1

SURVEY

With the intention of enabling research outputs of a quantitative-extensive methodology nature, MyGender applied an online questionnaire survey with thematic questions. The respondents were a representative sample of Portuguese young adults (N = 1500) aged from 18 to 30 years, distributed according to geographical representativeness, as the map shows, including all the districts of mainland Portugal and islands.

HOME DISTRICT

Viana do Castelo
1,5%

Braga
8,3%

Vila Real
1,1%

Bragança
1,5%

Porto
20,8%

Aveiro
7,8%

Viseu
2,5%

Guarda
1,2%

Coimbra
3,0%

Castelo Branco
2,1%

Leiria
5,4%

Santarém
2,7%

Portalegre
0,5%

Lisboa
28,7%

Açores
1,3%

Évora
0,9%

Madeira
1,7%

Setúbal
4,6%

Beja
0,8%

Faro
3,7%
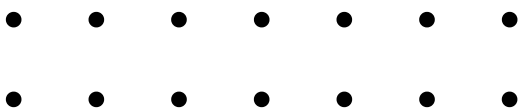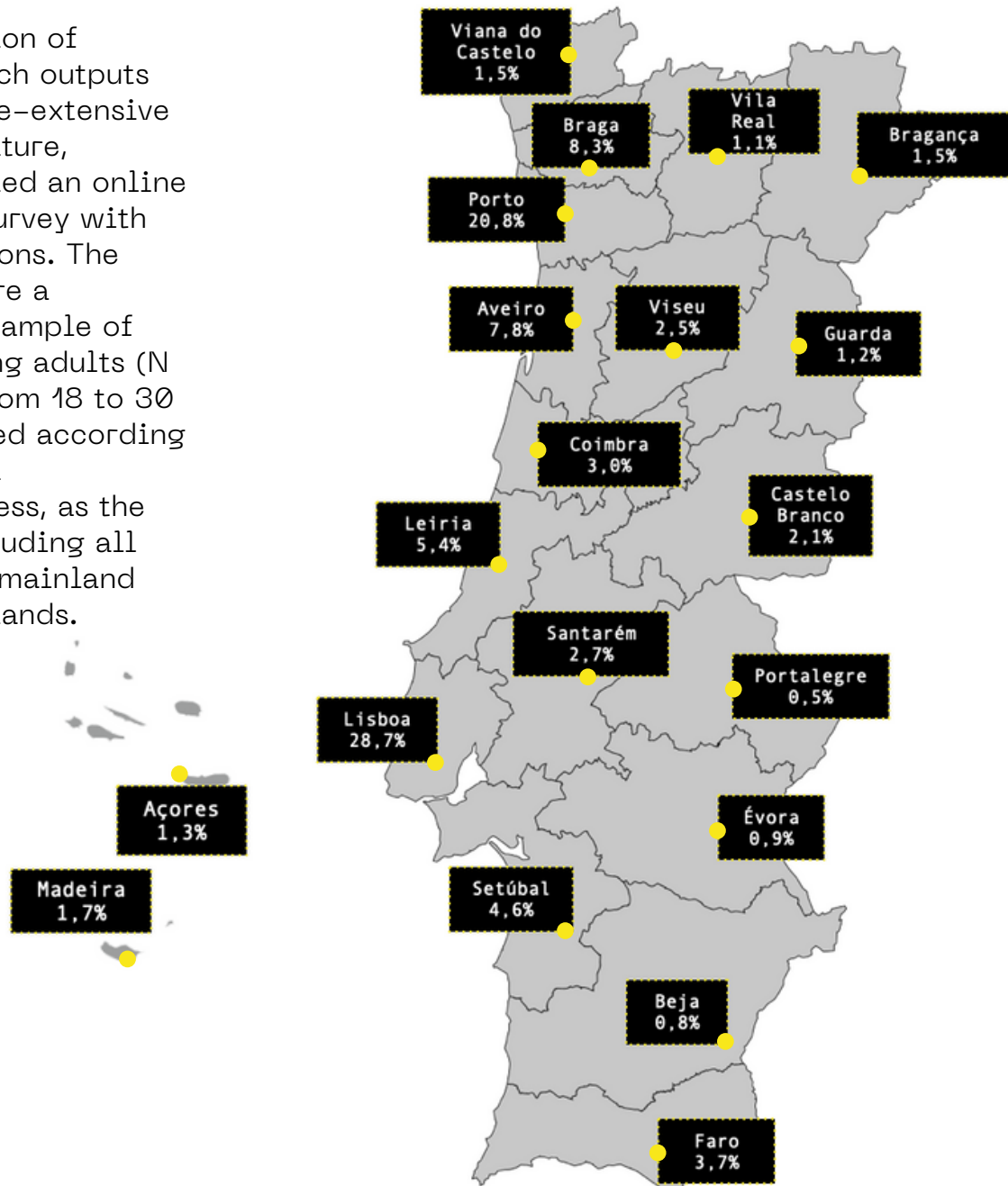
FIELDWORK #1

SURVEY

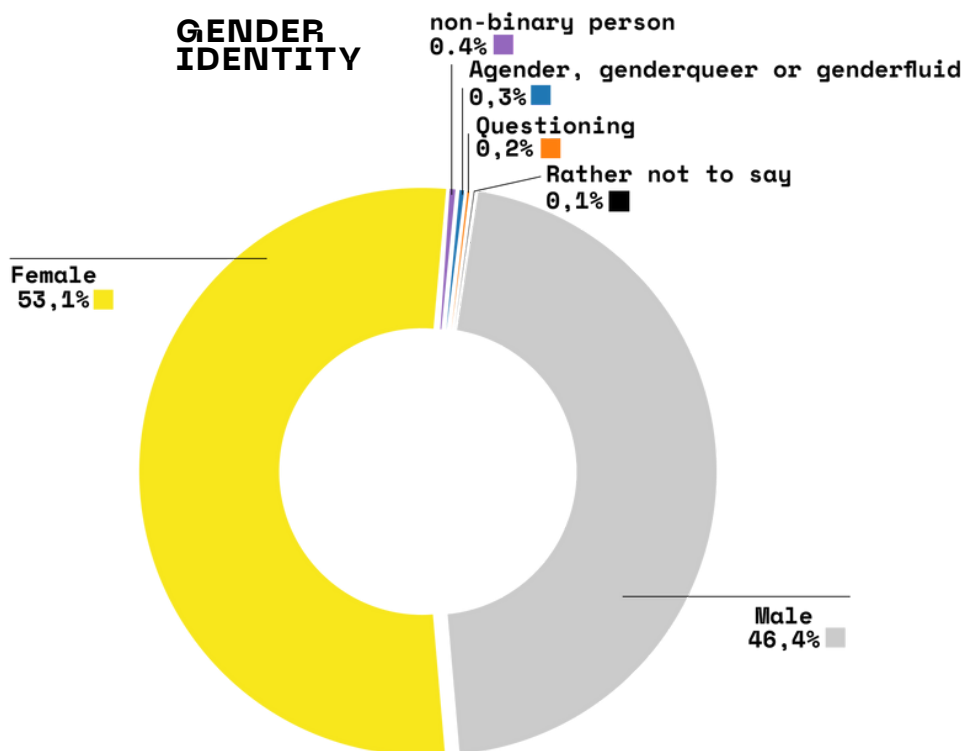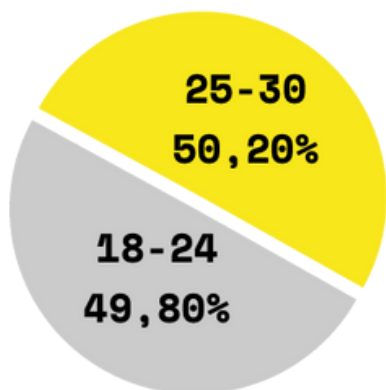The sample of 1500 young adults answered questions that allowed for a socio-demographic characterisation, thus allowing important intersections of data for the research outputs, with the results of the remaining survey areas: media consumption; uses of mobile apps; personal mediated experiences and self-representation; digital literacy; intergenerational practices.

GENDER IDENTITY

non-binary person
0.4%

Agender, genderqueer or genderfluid
0,3%

Questioning
0,2%

Rather not to say
0,1%

Female
53,1%

Male
46,4%

DISTRIBUTION BY AGE GROUP

25-30
50,20%

18-24
49,80%

PARTICIPANTS WITH CHILDREN AND WITHOUT CHILDREN

83,5% without children

16,5% with children
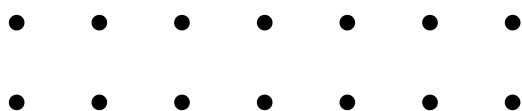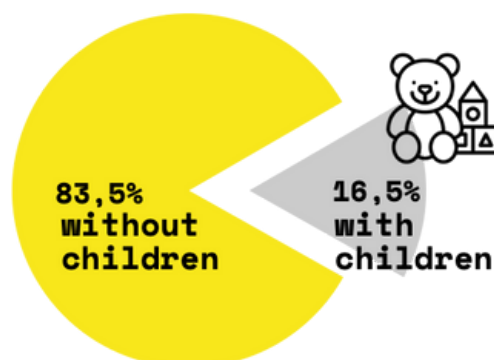
SURVEY

93%
USE APPS
EVERY DAY

62,3%
POST MORE
PHOTOGRAPHS

52,7%
DOES NOT STATE
THEIR GENDER
AND/OR SEXUAL
IDENTITY IN
APPS

61,1%
BLOCKS PEOPLE
WHO SEND
MESSAGES WITH
SEXUAL CONTENT

24,1%
ALREADY HAS BEEN
SEXUALLY HARASSED
BECAUSE OF THEIR GENDER.

27,1%
SAYS THAT HAS ALREADY
BEEN APPROACHED BY
SOMEONE BECAUSE OF
THEIR GENDER

FIELDWORK #2

TRACKING

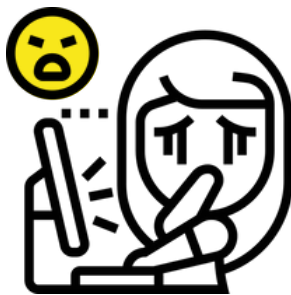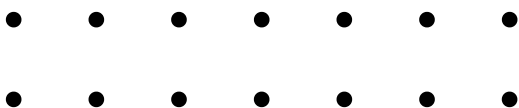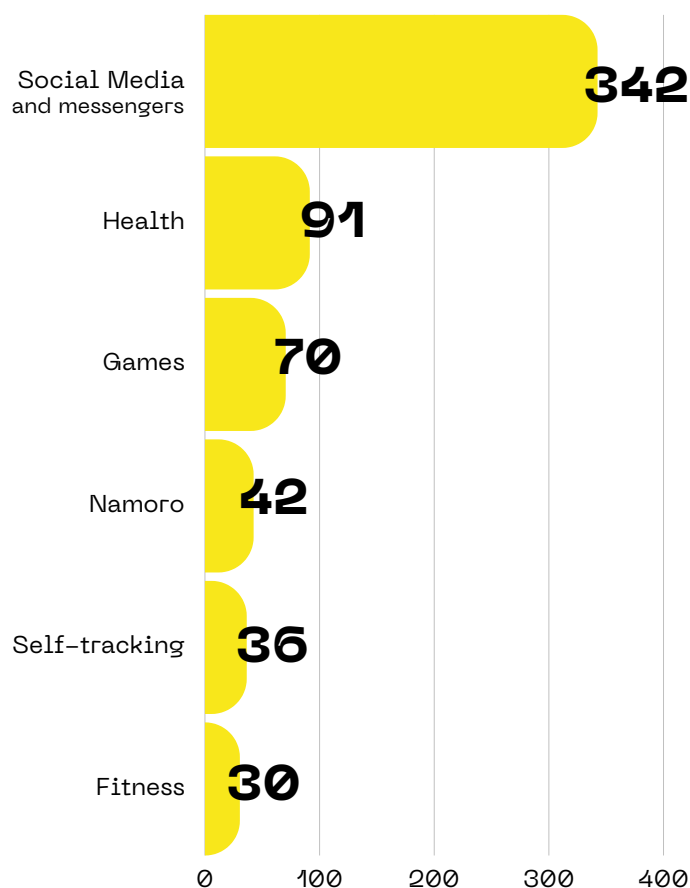In this fieldwork we gathered the tracking data of the uses of 342 young adults living in Portugal, between 18 and 30 years old. The data collection was carried out by an external entity authorised for this purpose. For a total period of 90 days (between 2020 and 2021), the behavioural nuances of this group's smartphone use were recorded. The mobile applications were divided into six categories: fitness, games, social media and messengers, dating, health and self-tracking.

TOTAL OF USERS BY APP CATEGORIES

Category	Value
Social Media and messengers	342
Health	91
Games	70
Namoro	42
Self-tracking	36
Fitness	30

0   100   200   300   400

100% USE SOCIAL MEDIA AND MESSENGERS

39,4% USE SOCIAL MEDIA AND MESSENGERS EVERY DAY
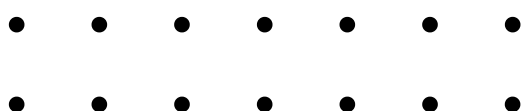
FIELDWORK #3
INTERVIEWS

Semi-structured interviews were conducted with 25 young adults living in Portugal between May and October 2022. The script of the interviews was developed by the team considering the data from the fieldwork conducted via survey. A series of objectives seek to answer specific questions by understanding how young adults explain their app usage practices in their daily lives and what meanings they attach to these platforms. Also identifying how young people understand the impact of data cultures, digital surveillance and intrusive technology on their lives through mobile apps; understanding how they experience corporeality in the context of their app engagements; and learning how young adults select mobile apps for their identity behaviours and how they react or resist influences from other users. Each interview lasted an average of 60 minutes and was conducted by different team members using online video conferencing.
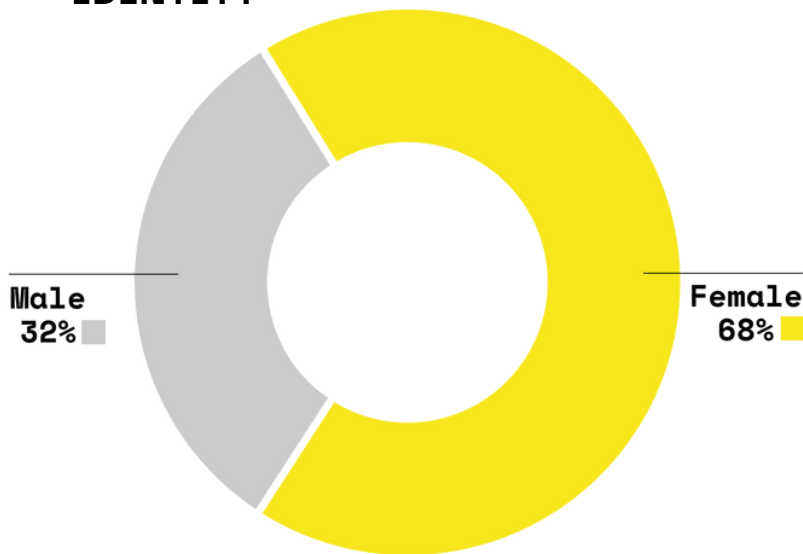
HOME DISTRICT
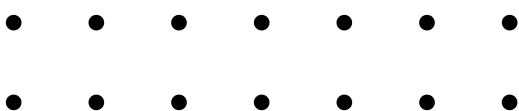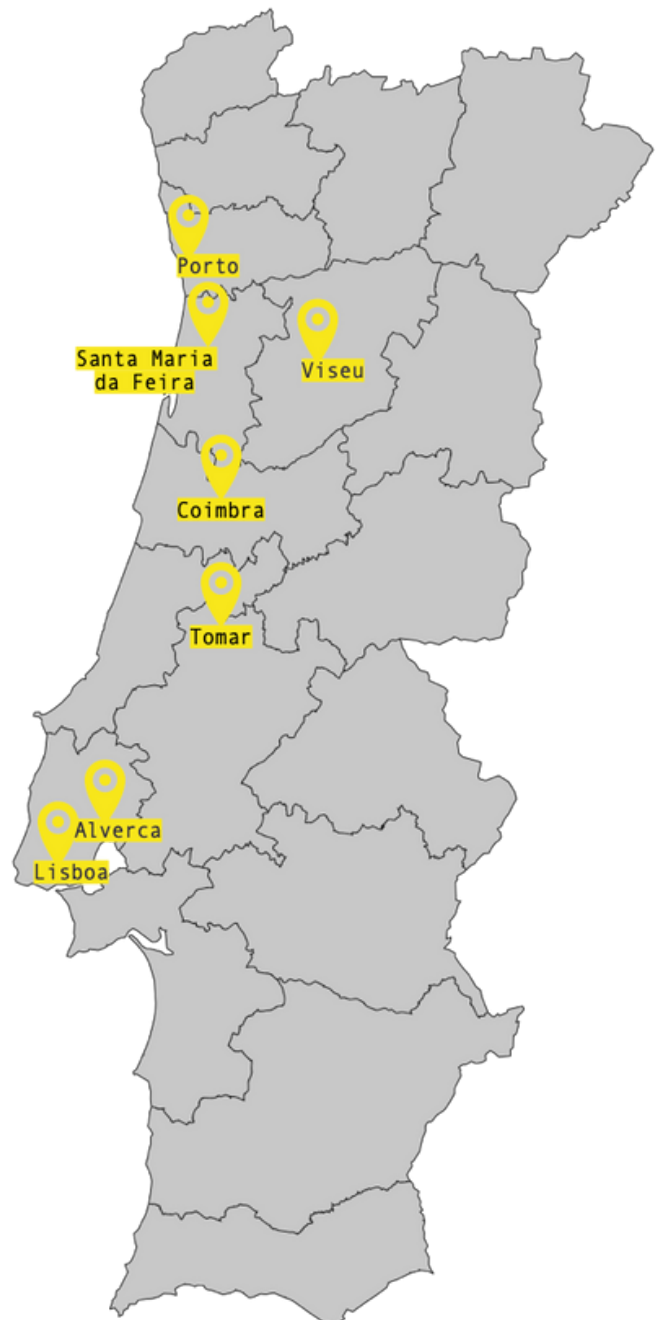
FIELDWORK #3

INTERVIEWS

GENDER IDENTITY

Male 32%

Female 68%

DISTRIBUTION BY AGE GROUP

25-30 52,00%

18-24 48,00%

PARTICIPANTS WITH CHILDREN AND WITHOUT CHILDREN

no children 100,00%

THEMATIC THEMES

SOCIOGRAPHIC

- General information such as age, gender identity, place of residence
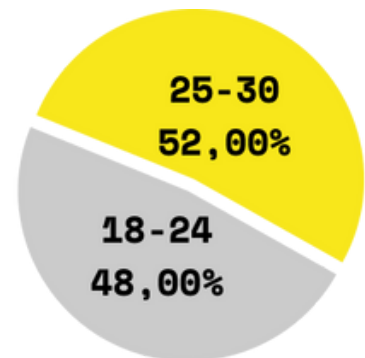
PRACTICES

- Focusing on the uses, consumption and general knowledge of technology.
- Practices focused on content production in digital spaces.

IMAGINARIES

- How young people perceive the motivations to use apps and their perceptions about security in these environments
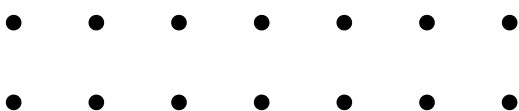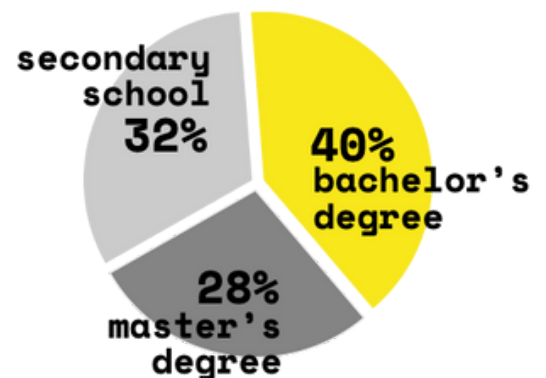
EDUCATION

secondary school 32%

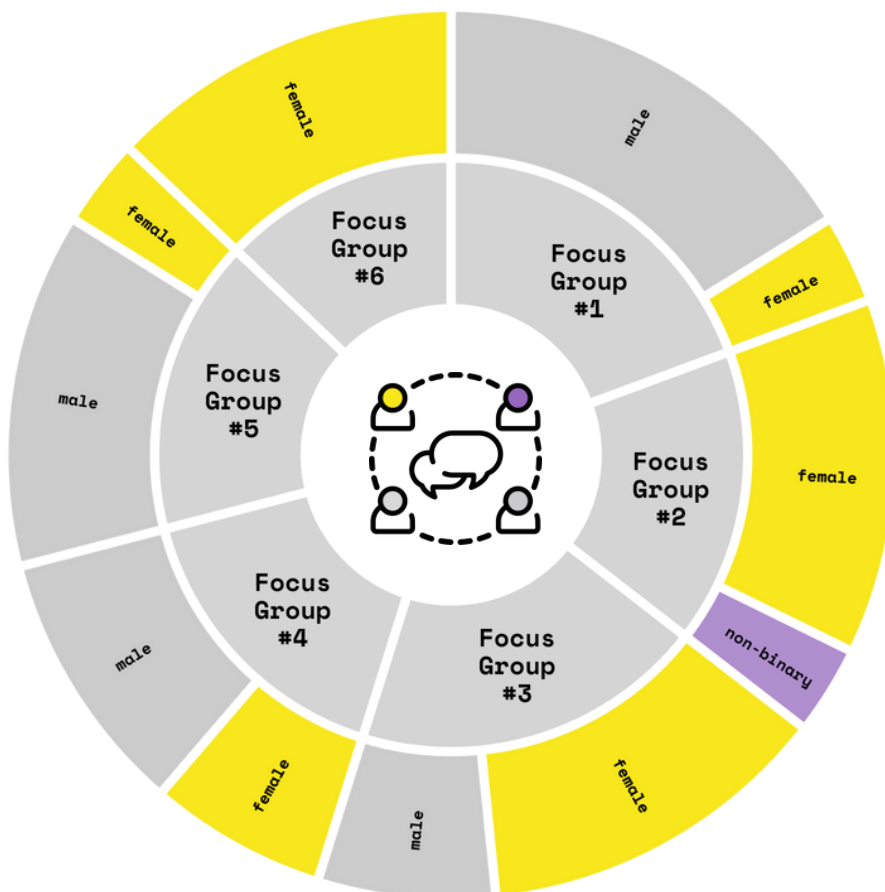40% bachelor's degree

28% master's degree
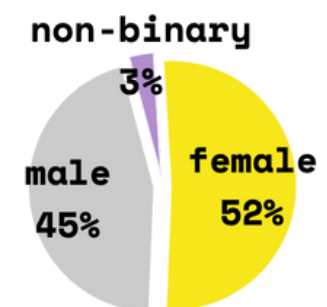
FIELDWORK #4

FOCUS GROUPS

Departing from a feminist new materialist approach, the fieldwork #4 implements a qualitative methodological perspective, operationalised in six focus groups developed with Portuguese university students (18 to 30 years old). We used critical thematic analysis to analyse the data, an independent qualitative descriptive approach that offers a method to identify and analyse patterns. Results show that most cis-gendered young people do not question or even question mediation through mobile apps in social identity construction. On the other hand, it is observed that young adults who consider themselves on a non-binary, non-heteronormative spectrum or still questioning their gender have a more critical and developed perception of various layers related to gender, sexuality and digital user experiences.

GENDER IDENTITY BY GROUP

Focus Group #6 — female

Focus Group #1 — male, female

Focus Group #5 — male

Focus Group #2 — female, non-binary

Focus Group #4 — male, female

Focus Group #3 — male, female

total of participants = 31

GENDER IDENTITY TOTAL

non-binary 3%

male 45%

female 52%

DISTRIBUTION BY AGE GROUP

32,2% 25-30

67,7% 18-24
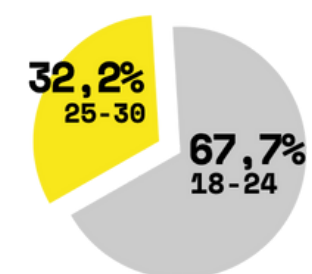
FIELDWORK #4

FOCUS GROUPS

MAIN PATTERNS

**ACT ACCORDING TO PLATFORM AND SOCIAL NETWORK CONTACTS**

" I think people end up modelling what they represent according to the social network they're on, because there's also an audience... I have people on Facebook, for example, that I don't have on Instagram, the age range of the people I follow on Instagram and who follow me is not the same as on Facebook, which is mostly my family, family friends, older people, while on Instagram it's more people of my age, all within the same age range, so maybe there's greater freedom and it's an easier way to express ourselves as those people, who end up doing and having similar behaviours. I end up fitting into what each social network ends up representing. "
[male, 20]

SELF-IDENTIFICATION IN APPS

" About the photos on social networks, I always upload my photo and my name. I always put it like that. And the female gender I always put when there is the question, at the time of creating the account. That's it. That's it. But I also agree regarding that, it's how the person feels more comfortable. If they prefer to leave it public, if they prefer not to put it public. I think it goes based on the person's convenience. "
[female, 20]
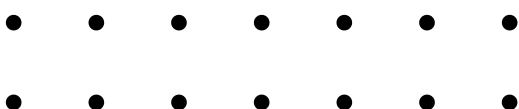
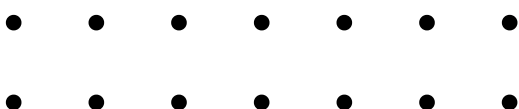# FIELDWORK #4
FOCUS GROUPS

GENDER AND SEXUALITY IN APPS

" There was a time in pandemic that I got Tinder installed, because I wanted to talk to people and so I thought it would be a good idea, it was easy to connect... and so it was a bit... it wasn't a bit, it was very normative. It was: you're a woman, you're a man, and you want men or you want women. And that was it. I think there are still many 'one gender fits all' apps... in this case two... it ends up being difficult... even for cis people, who may be questioning their gender, it ends up being very difficult and for trans people it's much more... But yes, there are still many apps, many platforms that are still not receptive to this shift. "
[female, 21]

CAMPAIGNS, APPROPRIATION OF BRANDS AND PEOPLE

" I think when [an initiative in support of the queer community] comes to brands it's all very performative. I used to have this vision 'oh my god, the brand I like changed its logo in the month of June!', but then it comes on the 1st of July, it's gone. It's over! (laughs) No more gays... that's it. "
[female, 20]

FIELDWORK #4

FOCUS GROUPS

CRITICISM AND QUESTIONING OF APPS

" Speaking personally, I think all this social media stuff, despite having such a high visibility on trans people, non-binary people, etc, those... or the rest of the LGBT people... we feel, at least I feel a lot the gap between man and woman, and I still do. I have a podcast, which is distributed on Apple and once I wrote in a summary the word 'boobs' and Apple censored that word, put asterisks on it, I think this whole censorship of our body or our sexuality, our identity, is still very evident. "
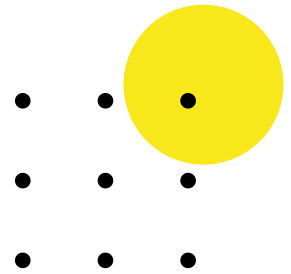[female, 25]

USAGE HABITS OF APPS

" Instagram has been entering my daily life in small moments, I even have a time limit on Instagram on my phone, of one hour, and I always exceed it (laughs), but I try not to exceed it, so I keep track of what time I exceeded my limit, if it was in the morning, if it was at night, anyway. "
[female, 21]
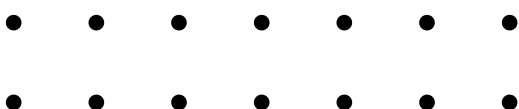
FIND OUT MORE

Amaral, I., Flores, A. M., Antunes, E., & Brites, M. J. (2022).
Intergenerational Digitally Mediated Relationships: How Portuguese Young Adults Interact with Family Members Over 65+.
In Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics): Vol. 13331 LNCS (pp. 335—348). Available at this url.

Amaral, I., Flores, A. M., Antunes, E., & Simões, R.B. (2022).
Young adults and apps — a study on the uses of m-apps in Portugal.
Communication at ECREA 2022, 9th European Communication Conference, 19—22 October 2022, AARHUS, Denmark. Available at Conference book.

Antunes, E., Amaral, I., Flores, A. M., & Simões, R.B. (2022).
"Fazendo gênero": práticas mediadas de jovens adultos em aplicações móveis.
Communication at XI Simpósio Nacional de Investigação em Psicologia, 20—22 June 2022, Vila Real, Portugal. Available at Conference book.
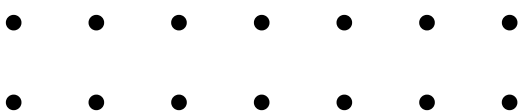
CONTACT US

WEBSITE
mygender.uc.pt

TWITTER
@MyGender_

FACEBOOK PAGE
fb.com/MyGender

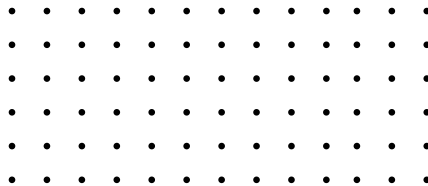**INSTAGRAM**
@MyGender_

EMAIL
mygender@fl.uc.pt
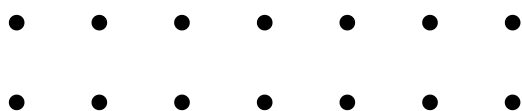
DATA ANALYSIS REPORT

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UNIVERSIDADE Ð
COIMBRA

FCT Fundação
para a Ciência
e a Tecnologia

mygender