THE GENDER GAP AMONG EDUTUBERS AND THE FACTORS SIGNIFICANTLY INFLUENCING IT

1. INTRODUCTION

Edutubers: Audiovisual educational content creators who are largely influential in today’s formal and informal education. There are no studies on the gender gap among edutubers.

2. METHOD

Research questions: Does a gender gap exist among present-day edutubers? If the answer is yes, which factors are relevant in the reality of this gap?

Sample: 204 Spanish channels.

Instrument: 40 items and categories.

Validation: Assessment by 5 experts. Internal consistency: Aiken V coefficient close to 1 in almost every item.

Procedure: Analysis with SPSS.

3. RESULTS

Regarding the gender gap:

76% edutubers are men. Science, Social Sciences, Mathematics and Technology categories.

Gender-dependent significant factors:

- Significant differences (p < .01) in the educational stage: women lower in Primary and Secondary Education as well as in channels not associated with a specific educational stage.
- Audiovisual structure: no inequality exists.
- Video creating and editing process: there are significant differences (p < .05): women fewer close-ups, more long shots.
- Edutuber's personal brand in the channel and in the videos: Differences appear (p < .05): women more childish language, Less humor.
- Channel functions/features: significant differences exist (p < .01).
- Presence on other social media: there are no significant differences.

4. CONCLUSIONS

Actions before this situation:

1. Promote projects to improve women’s self-concept, to overcome stereotypes, and to encourage female entrepreneurship.

2. YouTube must improve security by controlling sexist comments.

3. Increasing the number of studies on audiovisual resource consumption trends.

4. Developing measures to favor a work-life balance as well as an equitable distribution of housework.