

Empowerment and Success Using Social Technologies: A Gender Perspective

Susana de Juana-Espinosa

University of Alicante, Spain
susana.espinosa@ua.es

Ana Rosser-Limiñana

University of Alicante, Spain
ana.rosser@ua.es

Abstract

Female empowerment and professional success have a deep connection with the use of social technologies. However, there is a dearth of studies that consider the effect of these tools exclusively in the male empowerment process, or in their way to achieve professional success. This research has replicated an existing survey that was aimed to women to a group of men to compare their answers regarding their self-concept of success, empowerment and the use of social technologies.

A sample of Spanish men from different backgrounds and life situations provided qualitative responses to an online questionnaire. They revealed that, although the actual uses of technology and their personal experience do not vary substantially from female respondents, the definitions of professional success and the need for empowerment differ, being more focused on tangible traits. Likewise, the direct influence of social technologies on these aspects is generally dismissed. These results may help companies define their talent development and employee appraisal policies more effectively, tailoring them to the emotional and professional needs of the people in the organization.

Keywords: Empowerment, gender, success, social technologies.