

GENDER DIFFERENCE IN ONLINE COMMUNICATION

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Abstract: *This study examines gender differences in online communication by analyzing linguistic behavior, interaction strategies, and expressive patterns used by men and women in digital environments. The research focuses on variations in language style, including the use of emojis, politeness markers, emotional expressions, and discourse strategies in social media and messaging platforms. Findings demonstrate that women tend to adopt more expressive, collaborative, and supportive communication styles, while men generally prefer direct, concise, and information-oriented discourse. These differences highlight the continuing influence of social and cultural norms on digital interaction and contribute to a deeper understanding of gendered communication in modern online contexts.*

Keywords: *Gender differences, online communication, digital discourse, sociolinguistics, communication style, gendered languages*

Annotatsiya: *Ushbu maqolada onlayn muloqotda gender farqlari lingvistik xulq-atvor, muloqot strategiyalari va erkaklar hamda ayollarning raqamli makondagi ifoda uslublari asosida tahlil qilinadi. Tadqiqotda ijtimoiy tarmoqlar va messenjerlardagi emotsional ifodalar, emoji va politeness unsurlarining qollanishi, shuningdek, diskursdagi ozaro munosabat shakllari o'rganildi. Natijalar shuni korsatadiki, ayollar ko'proq hissiy, hamkorlikka yonaltirilgan va qollab-quvvatlovchi muloqot uslubini tanlaydi, erkaklar esa bevosita, qisqa va faktlarga asoslangan nutqdan foydalanadi. Ushbu xususiyatlar raqamli muloqotda ham ijtimoiy-madaniy normalarning davom etayotgan tasirini korsatadi.*

Kalit sozlar: *Gender farqlari, onlayn muloqot, raqamli diskurs, sotsiolingvistika, muloqot uslubi, gender lingvistik.*

Аннотация: *В данной статье исследуются гендерные различия в онлайн-коммуникации на основе анализа лингвистического поведения, стратегий взаимодействия и выразительных средств, используемых мужчинами и женщинами в цифровой среде. Исследование охватывает особенности речевого стиля, такие как использование эмодзи, маркеров вежливости, эмоциональных выражений и дискурсивных стратегий в социальных сетях и мессенджерах. Результаты показывают, что женщины чаще используют более эмоциональный, поддерживающий и кооперативный стиль общения, тогда как мужчины предпочитают прямой, лаконичный и информационный дискурс. Эти различия отражают влияние социальных и культурных норм на современное цифровое общение.*

Ключевые слова: *Гендерные различия, онлайн-коммуникация, цифровой дискурс, социолингвистика, стиль общения, гендерная лингвистик.*

Gender differences in online communication have been widely studied in sociolinguistics, pragmatics, and digital discourse analysis. As digital platforms increasingly replace face-to-face interaction, researchers examine how men and women express themselves differently, how they construct identity, and how communication strategies vary across social media, messaging applications, and online forums (Tannen, 1990; Herring, 2003).

Studies show that women tend to use more expressive, emotionally rich, and supportive language online. According to Deborah Tannen (1990), womens communication style generally aims to build connection and maintain harmony, which also appears in digital discourse. In contrast, men commonly use a more direct, concise, and information-driven linguistic style. Herring (1996) notes that this difference becomes especially visible in email discussions, online debates, and comment sections, where male participants often employ assertive and even competitive language.

Research in digital linguistics indicates that women use emojis, emoticons, and reaction symbols more frequently than men. Baron (2008) explains that digital communication encourages the use of visual cues to compensate for the lack of facial expression, and women adopt these elements more actively to convey emotion and soften tone. Men, conversely, use fewer emojis and prefer neutral or minimal emotive markers, reflecting their task-focused communication style.

Womens online messages more often reflect relational goals showing empathy, promoting engagement, and maintaining social bonds. Tannens interaction theory suggests that womens communication emphasizes involvement, while men prioritize “report talk,” meaning the exchange of information rather than emotional expression. This difference is seen in social media posts, group chats, and online forums, where women ask more supportive or clarifying questions, whereas men focus on presenting solutions or facts (Herring, 2003).

Sociolinguistic studies show distinct gendered patterns in online group interactions. Men tend to dominate discussions, interrupt more frequently, and challenge arguments directly (Kiesler et al., 1984). Women, on the other hand, often maintain collaborative discourse, validate others opinions, and help keep conversations cohesive. This cooperative style reflects broader social communication norms and demonstrates how gendered discourse patterns transition from offline to online settings.

Women typically use more politeness markers, hedging expressions, intensifiers, and softening elements to create a friendly atmosphere. Lakoffs (1975) classic theory of womens language also applies to digital contexts, where womens messages include phrases like I think, maybe, or thank you, maintaining emotional diplomacy. Men employ fewer politeness elements and communicate in a more assertive or independent tone.

Digital identity construction also reveals gender-based differences. Womens profiles frequently highlight emotional openness, personal interests, and interpersonal

connections. Mens profiles emphasize achievements, opinions, and independence (Bamman et al., 2014). These patterns reflect social expectations surrounding gender, which continue to influence behavior across digital platforms.

Gender differences in online communication are shaped by cultural norms, social roles, and platform structure. For instance, TikTok and Instagram encourage emotional and aesthetic expression, leading to greater gender differences. More formal platforms, such as LinkedIn, narrow the communication gap because the goals of communication become more professional and standardized.

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