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Title of your research project.

Gendered language differences in public communication? The case of municipal tweets

Description of research. Please provide a few sentences that explain the question and the methods employed in this research project.

Prior research has shown that gender-based leadership differences can influence organizational functions and behaviour, including strategy, resource allocation, and culture development. It therefore follows that gender-based leadership differences may impact communication. Building on research identifying gendered differences in language use, this study explored Twitter content differences among municipalities in the United States, differentiated by the level of gender-based representation at both the executive (mayoral) and legislative (council/commission) levels. The results uncovered commonly accepted gendered language differences based on mayoral gender, though the influence of council representation partially deviated from accepted differences. The study results form a foundation for larger investigations into gender-based impacts on social media communication and the linguistic styles necessary for maximum engagement.

Did this project include Penn State students as researchers?

Yes

If yes to the above question, please state where it was published.

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<https://www.sciencedirect.com/science/article/pii/S2667096821000276>

What problem do you address with your research?

Finding better ways to reach public with proper use of language