

The Relationship between Gender and Web Design: A quantitative comparison of web design characteristics, programming skills, aesthetic preferences and gender identification.

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## **Abstract**

The research on the internet as a social space has only just begun. Researchers have argued that as the IT sector is male-dominated, the internet may have gender-bias. This gender bias could be related to differences between male and female designers. This research paper explores the relationship between gender and the internet. First, the study focuses whether the genders design differently and purport to have different programming skills. Next, the study looks at whether men and women prefer web designs created by their own gender; and then, the research investigates whether people can identify the gender of the designer and the criteria involved in this process. The results of the study demonstrated differences exist between how women and men design websites, but similarities were found in the programming skills the designers claim to have. Also, statistical tests demonstrated that women prefer female-designed websites and that people are able to recognise the gender of the designer of the websites most of the time. This study concludes that differences between the genders exist on the internet, meaning that the internet has a gender bias.