



Internet Based Social Networks – New Informal Spaces for Gender Social Relations and Life-long Learning

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Received 6 March 2018 ▪ Revised 25 May 2018 ▪ Accepted 11 June 2018

Abstract

The report presents the relationships between Bulgarian men and women as active users of social media. The study looks for dependencies and differences between male and female relationships in the digital and real world. The accent is on the way Bulgarian women represent themselves in the online environment, what is their image and what roles they play. The author also discovers the online communication and life-long learning strategies of women, as well as the reasons about the differences between the real and digital profile of a woman. The research is about Facebook and LinkedIn as part of the social medias that become a huge part of the everyday life and change it. The report analyzes opportunities for building online knowledge systems in Bulgarian corporations, taking into account the specificities of how to share information across genders.

Keywords: Internet social networks, digital world, gender differences, gender equality, digital life-long learning

1. Introduction

It is difficult to describe digitization in one sentence, as it is far more comprehensive than the Internet and smartphones. But a brief definition would sound like this: digitization is the ability to do all that is already familiar to mankind, but virtually, unlimited, and everywhere. Thanks to digital technologies, we have a wide choice of inexhaustible resources in real time, wherever we are. Mobile devices entertain us, inform us, guide us, learn, offer us bargains. But, in addition to benefits, do the modern information and communication technologies have a negative effect on people?

This article reflects the author's attempt to answer questions such as: Is there a difference in the relationship between Bulgarian man and Bulgarian woman in the digital world compared to the real one? Are there any changes in the way and in the quality of communication between sexes? Whether Internet social networks bring people together or divide people in Bulgaria? What are the attitudes, behaviors and roles of men and women to learn through social media and electronic technologies?

Object of study – men and women in Bulgaria who have profiles in social media.

The subject of research is the role of social networks as a non-formal learning environment and their impact on the ways of communication between Bulgaria men and Bulgarian women.

2. Design, methodology and approach of research

Empirical research was conducted through focus groups and a specially developed survey card among a sample of 30 women and 30 men. The respondents are undergraduate students in business administration in New Bulgarian University, Bulgaria. They are all working in companies with different subject of activity, ownership and form of organization. They were chosen at randomly, with the main criterion being gender and availability of at least one social media profile, such as Facebook, Instagram, LinkedIn, YouTube, etc.

Aristotle's communication model and John Stacy Adams' theory of equality were used as a framework for structuring the survey and the research process. In addition, the legislative framework and other national factors influencing the process of digitization and gender relations has analysed in the text.

The study focuses on two aspects:

- (1) The development of legal and theoretical frameworks for gender equality, including opportunities for life-long learning.
- (2) The technological capabilities of "smart devices" for communication and how they are used by different genders.

3. Research background

3.1 *Legislative and theoretical framework for gender equality and life-long learning opportunities in the digital world*

Due to the patriarchal structure of social hierarchy, for thousands of years women have been perceived as a passive and secondary sex, whose primary role is to raise children and take care of the home. Like wildlife for predominantly male individuals, people have built up their societies and social structure based on these primary forms of behavior.

This sexual subordination, throughout history, is grounded in any intellectualized primitive views that affirm the "naturalness" of female subordination, bringing arguments from religious texts (Bibles) to pseudo-Darwinian philosophies about the "natural role" and purpose of women. The innate conservatism in the human psyche and the unconscious fear of men from further competition, as well as the passive feminine nature, have contributed to the continuation of this unfair deprivation and limitation of women until today, outside of the law, into the stereotypes of mass culture.

The development of gender equality and equal opportunities for life-long learning has made great progress. Women have been able to do much in this area, given the limitations they have faced. Science has contributed to the fact that, after a number of studies, the female brain is 8% smaller in size than the male, but women use their brains more effectively than men (Costandi, 2013). This is due to the fact that women use less energy and fewer brain cells but have more connections between them. The suppression of female capacity over the years does not mean that men are smarter. It means that, in equal conditions of both sexes, in most cases women would show the same, and often higher, results than men.

Women are sensitive to the relationships they maintain with men. In the modern world, women want men to treat them in dignity. According to Adams (1965) theory of equality

and justice, maintaining a balance between what people give and what they receive is one of the important conditions to have motivation to communicate. Adams defines the concept of justice as the sense in which perception and comparison of the contribution and outcome of the individual is equal to the contribution and outcome of others. Equality is the equal position of the people in society, brotherhood, freedom. Being a woman on an equal footing means being treated fairly in comparison with a group of other persons or with respect to another person. Equality and honesty are not only ethical categories but emotions and feelings, and there is always a process of comparison. However, women do not expect to be treated in the same way with everyone else, because they are not the same among themselves.

From the past, the direction of legislation has headed towards anti-discriminatory norms for equality (in terms of gender, race, religion, as well as economic, legal and social opportunities; equality by nature; liberal and democratic equality, etc.). Gender equality is a fundamental right, a common value of the European Union, and a necessary condition for achieving the Union's objectives of growth, employment and social cohesion.

Bulgaria is a country with traditions in promoting gender equality. The history of Bulgaria in the second half of the 20th century determines the distinctive features of women's participation in the labor market, reflecting the specifics of Bulgarian culture. Legislation is updated in relation to maternity and social roles (such as childcare and adult care) to allow maximum participation of women in working age in the labor market. In the 1970s, national concerns about the negative population growth increased, and measures were taken to promote the reproductive role of women by changing the support system. The equality of responsibilities and rights related to state social security is stated in the *Code of mandatory social security* (1999), now the *Social security code* – Article 3 establishes the fundamental principle of equality between people.

Bulgaria's membership in the EU has taken efforts a step up, so as to build national legislation in this area and gender equality policy. The state policy to encourage women's participation in the country's economy is implemented within the framework of the common policy on equal opportunities for women and men, in line with the government's program *Government, development and justice*, which set out the commitments of the Republic of Bulgaria in the field of equality between women and men in the period 2013-2017. The aim was to provide conditions for equality between women and men in all spheres of public life, prevention and protection against discrimination.

The National action plan for promoting gender equality, prevention of discrimination against sex, was adopted in 2014. This prevention has been implemented in the labor market regarding the occupation of positions, regardless of their level, equal access to education and professional qualification. The fight against violence towards women in all its forms, including domestic violence, is also one of the important priorities of Bulgarian institutions. As gender affects all sectors of society, the challenge lies with all executive bodies and public administration structures. This problem can't be left to a specialized unit, with all institutions involved. To this end, it was decided that gender equality policy be applied in the development and implementation of all government policies and strategies.

4. The technological capabilities of “smart devices” for communication

The widespread use of the Internet over the last decades, access to computers and the deployment of communication processes in the digital space have changed the human concepts of how we interact with each other. The physical world, known before personal computers entered the daily routine, was gradually transferred to the global Internet network. Is the virtual world equivalent of the real?

Three are the main trends in the way our “smart devices” support communication between the sexes:

- (1) Apps that help you learn more about the world.
- (2) Health care applications that make the world a safer place. They track the health and safety indicators. In this way, they help in healing, driving or sports.
- (3) Social networks that are used to find new friends, new cultural events, new activities, new goods, and so on.

5. Internet social networks – a new informal environment for men and women:
Communication and non-formal learning

From a sociology point of view, a social network is a social structure of individuals linked to network-specific relationships such as friendship, ideas, views, traditions, financial attitude, hyperlinks, and so on. From an information technology perspective, the social network is a platform or website that focuses on building or reflecting social relationships between people.

Social networks are classified according to:

- the *information*: to share contacts, preferences (news, music, videos, pictures, etc.), copy content (articles, music, etc.) and to share personal information;
- the *reference*: un-follow and follow – not giving and weighting the site to which they are targeting.

Web 2.0 is a technology that allows individuals to interact with others and build networks based on mutual, personal or professional interest. Social media provide new tools for sharing, storing and publishing content, discussing and expressing opinions and influence. For example: blogs (Blogger) and microblogs (such as Twitter); Video sharing (YouTube), presentations (SlideShare), instant messaging (for example, Skype). Social networks allow collaborative creation of a collective product without space and time constraint: Wikis (Wikipedia); Shared workspaces (GoogleDocs). Social networks offer new ways to work with others by connecting, socializing in communities, networking social services (Facebook, LinkedIn). Social media tools are used to supplement the content, such as describing, adding or filtering information, tagging content, and displaying a link between content: Pinterest, News Aggregators (Digg). Social networking tools are designed to mix and compare content – a combination of pre-existing web services that allow a user on a single platform to use another application in a specific window, without having to exit the original site (Bonson & Flores, 2011).

Six features add value and enhance the quality of social interaction between men and women as well as learning in social networks:

- (1) *Authenticity*: an opportunity to share real voices with real people.
- (2) *Transparency*: communities and other data can be made visible to the public.
- (3) *Proximity*: the ability of members of the public to communicate and engage in online conversations.
- (4) *Participation*: an opportunity for everyone to take part in a corporate conversation on the blog of the company, independent forums, personal blogs, etc.
- (5) *Connectivity*: the ability to connect and share thousands of places.
- (6) *Accountability*: the ability to monitor users.

6. Attitudes, behavior and roles of men and women towards learning through social media and electronic technologies

Life-long learning aims to increase people's adaptability to economic and social change, to promote equality and participation in all forms of professional and personal development. The concept of life-long learning is embedded in the European development policy – "any life-long learning activity aimed at improving knowledge, skills and competences within personal, civic, social perspectives (including suitability for employment)". In Bulgaria, the educational strategy is geared to all areas of learning and is addressed to pre-primary education and training, general school education, vocational education and training, higher education, continuing adult education, validation of non-formal learning outcomes and self-study. The main goal of the approved strategy is to create the conditions for every citizen to develop his/her personal and professional knowledge, skills and abilities to improve his/her own well-being and the competitiveness of the national economy.

Statistics show that women in Europe are more educated but less paid than men and have less time off. Women are still often forced to choose between children and careers. In spite of high education, women's chances of finding a job in the specialty are smaller, their opportunities to grow in the profession and careers, their decision-making in politics and the economy are also smaller. The legislative framework formally guarantees gender equality and non-discrimination, but in practice there are a number of imbalances, discriminatory practices in recruiting and paying female labor. The continuous upgrading of skills and the accumulation of new knowledge and skills is a prerequisite for the successful realization of women in the labor market. Social media is a tool that women use to learn, share and discuss professional issues at a time appropriate to them to enhance their competence. Regarding the relationship between women's individual characteristics and attitudes to using social networks and enterprise intranet technologies, research indicates a direct relationship with the age: different generations use Internet technology to varying degrees (60% of Baby Boomers, 39% of Generation X, 35% of Generation Y). With increasing age, the desire to use this tool for sharing knowledge at work increases: 25% of Y generation, 41% of generation X, 55% of Baby Boomers' generation. Regarding the position in the organizational structure, only 26% of the white collar and almost half (47%) of managers (middle and top management) use internal social networks (Gaál, Szabó & Obermayer-Kovács, 2014). The higher the position, the greater the need to use such a tool that makes it easier to establish cooperation with employees working in other departments or in other countries in an international organization. Young people choose open systems and they use such applications that have free access anytime and anywhere. Regarding the relationship between individual characteristics and the use of external social networks, the survey found that using social networks (such as Facebook, LinkedIn) is higher when the employee's position is higher in the hierarchy. 68% of top management, 59% of middle managers, and nearly half (49%) of white collars use this tool to share knowledge at work. It is important to distinguish between Facebook and LinkedIn. Facebook is believed to have fewer top management members, and most of them are in lower positions, but more top managers and experts are involved in LinkedIn, as brains are known to gather information from this site. This result can be explained by the fact that the lower the position, the external social network is usually not for professional use but for keeping friendships.

What are the attitudes, learning and behaviors in the communication of men and women in the social media in Bulgaria?

7. Empirical research

This current conducted empirical study does not claim to be fully comprehensive. It is limited within a relatively small group of subjects with relatively homogeneous age limits. But its

results make it possible to draw conclusions about a little research topic in Bulgaria and provoke discussions with other researchers in this field.

Despite all efforts to achieve gender equality, there are still people who do not accept, that women can be equal to men. They share Greek philosopher Aristotle's opinion, that male representatives are better in nature, and this can't be eliminated by any attempts to culturally or educationally equalize. Both the philosopher (called "the father of science") and our contemporaries assume that women are not only naturally weaker physically but also weaker in their soul.

Despite Aristotle's negative attitude towards women, the principles and model of effective communication described in his treatise *Rhetoric* (Aristotle, 2013), even after more than 2300 years, are still relevant and useful. Moreover, this current study shows that this model works effectively, both in eye-to-eye communication and in the Internet social networking, and the different elements of the model are applied in a specific way by different genders in the real and digital environment.

The ingredients of effective communication, according to Aristotle, are the following: *ethos* (communicator's credibility), *pathos* (the emotional effect of the communicator or message), and *logos* (logic of the message).

Through these three components and their characteristics, respondents assess the specificities of gender communication in the Internet media.

The results show the following communication features in terms of these ingredients:

(1) *Ethos* – in both men and women, face-to-face communication gives a clear idea of reliability, experience, qualification, reputation, credibility; technical expertise, knowledge, skills; wisdom, strength, maturity, self-consciousness. Women's Facebook profiles speak of a relatively high degree of credibility, unlike men's, where the reliability of information in their profiles is in doubt. The style of expression of men towards women in the web space is changing, in relation to the way they speak when meeting in person. When communicating and expressing themselves in Facebook, 75% of surveyed women show modesty, empathy, sensitivity, audience concern. On the other hand, 70% of men show enthusiasm and passion in Internet communication only if there is a motivation for a reward. 60% of men and 50% of women use the Internet social network to find friends of interest. The survey shows that 85% of women apply a style and approach that is appropriate for the situation, while 90% of men and only 15% of women do not take the audience into account. Men engage in discussions only if they know the subject well, while women express their opinion despite not being a specialist and speaking from personal experience, sharing stories. In LinkedIn, given that it is professionally oriented, the situation is different. Both genders express opinions on topics only if they are competent and citing reliable sources and facts. In the real and digital world, women talk and write with more enthusiasm, energy and passion than men. Here the difference is in the subject. Men in an informal environment speak with enthusiasm and passion for sports, politics, hunting, fishing and women, while women share their daily experiences.

(2) *Pathos* is associated with emotions. Words such as "sympathy", "empathy" and "apathy" originate from the word "pathos". In social networks men show sympathy or apathy, while women show empathy. Women write with more pathos than men. They most often talk about people and their actions, while men like to think about abstract concepts, not about particular persons and their behavior. Women like to attract the attention of men, to attract more audiences. Men like to be liked, to look nice, be interesting, fascinating, creating desire and attention; as well as impact through unauthentic photos and publications, which makes communication unreliable. Pathos is the ability of a communicator to influence emotions in the

audience, build a relationship with listeners/readers, and inspire action. In this sense, it is inherent in women (80% of women surveyed, compared to 55% of men surveyed). While in a real meeting, both sexes seek to be themselves and tell memorable stories. In a virtual environment, both genders show only those features they deem important, using visuals – photos and videos. Women are more likely to hide their weak spots than men. Women, both in real and virtual environments, always communicate with the idea of helping their audience.

(3) *Logos* is inherent to men, but to a greater extent in a real environment than in a virtual – well-structured presentation, meaningful and appropriate; clear, with language and terms that the audience easily understands; achievable, applicable, useful and usable for the audience; logical, demonstrates causal links; realistic, trustworthy with facts, proven, convincing; contains measurable positive results; unique. The results of the actions taken justify the time, effort, cost and risk of taking action. The presentation focuses on the positive – it explains why something should be done instead of why not. The *logos* rely on logic, supported by arguments and evidence to convince the audience. Male presenters tend to overwhelm their audience with too many figures, facts and statistics, and risk losing their listeners/readers.

The three methods of persuasion proposed by Aristotle are used everywhere in business and personal life where there is an oral or written speech, and someone (presenter, communicator, author) wants to influence one or more audiences. The results of the study show that the *pathos* are inherent to women, and the *logos* of men. *Ethos* is also used by men and women with equal success as a method of persuasion, but through different techniques and for different purposes.

Despite the fact that the same methods of persuasion apply in the real and virtual world, we have seen the specifics of their use by men and women in the virtual world.

What are the main demographic characteristics of Bulgarians in Internet social networks?

According to focus group surveys, it is found that the majority of Bulgarians (76%) using social media and information technologies are up to 25 years of age. And logically – most of them are learners (61.2%). The percentage of women and men is 70/30. In the opinion of the surveyed, 72.4% of women using networks live outside of the capital city.

Which social networks are most used among Bulgarians?

There is no statistically significant difference in Facebook popularity between the two genders. There is also no significant difference in the frequency of use of social networks in different age groups as well as in the use of social networks in different parts of the day between men and women.

What are social networks for different age groups?

For the youngest users, social networks are a channel for communicating and maintaining friendship (79.5%), defining them as a means of spending their free time (74.2%). The same is valid for people aged 25-35 years as well. And the next age group, people aged 35-45 years of age, most define them as a channel for communication and friendship (77.8%). The opinion of the users over 45 years is unanimous – social networks are a channel for communicating and keeping in touch with friends.

What are the profiles of women social network users?

Women entering social networks to search for information are divided into two large groups – social networking and entertainment (87.2%) and non-entertaining (12.8%). 10.8% of women who do not use social networks for entertainment use social networks either during the

second half of the day or at any time of the day. Very few women are logged in on their favorite social network in the morning. The other relatively large group is characterized by the fact that women using social networks as an information channel in 57.6% of the cases live outside Sofia and, besides informing themselves, use social networks for entertainment.

For better segmentation of audiences in social networks, female users can be classified into separate, homogeneous groups:

- “Socially oriented” – they use social networks much more than the average user and primarily for interaction with friends and family, sharing (pictures, music, statements), having fun and looking for information.
- “Information-oriented” – they use social networks slightly more than the average user and enjoy to a very large extent all opportunities provided by social networks.
- “Unoriented” – they use social networks less than the average consumer. It can be said that social networks do not give them certain benefits, which can be interpreted as: these users have a social networking profile but do not take advantage of the opportunities they provide.

As a result of the research, it was found that the technological means of communication are used by both sexes with equal success, but with different preferences and goals, as follows:

Most men using social networks do not feel the need to have an account, but exclude the possibility that they do not have one at all. Contrary to expectations, even those men and women who have had a conflict within social networks are also unwilling to refrain from using them. They are clearly pleased with the fact that they have a lot to learn from social networks and accept them as they are, with all their advantages and disadvantages. An interesting fact is that 23% of women think that if the Internet ceases to exist, what is most lacking is social networks. Only 7% of the representatives of the strong sex share this opinion and, in most of them, a major gap will be felt in terms of administrative facilities, such as online banking. Women feel more need to share personal things and experiences, unlike men who prefer to use social media primarily for business purposes. Women use social networks more to connect with family and friends. Men, on the other hand, use social networks to gather more information and learn new things to increase their influence. Social media help them make surveys, gather the necessary contacts, and ultimately promote their status. The survey refutes some popular stereotypes about the way women use the Internet – 19% of women play online games, compared to a modest 8% of men, and 13% of men use content sharing sites like YouTube compared to only 7% women. Statistics show that women use the Internet to find bargains, the majority of men resort to the global network to supplement or expand their knowledge in certain areas.

The results of the survey among Bulgarian men and women are close to and largely consistent with the results of the *Men’s Health* survey (3,000 people, 1,377 men and 1,540 women surveyed). It also reaffirms Catherine Caputa’s (2014) view that for men one of the major goals of communicating is to secure status and authority, while women seek consensus and “community building“. Social networks such as LinkedIn and Facebook are becoming an integral part of our lives and help create and maintain contacts. Creating a wide and diverse network of contacts is part of building a successful personal brand.

The image created by men and women in online spaces is a result of the following actions: 30% of men and 24% of women surveyed on Facebook give wrong information about their status (dating, married, etc.). Men do so in order to leave a “loophole” to start or continue flirting, while women – in order to protect themselves from intruders. About 60% of women create new friendships through social media, and 70% of them are better acquainted with their friends and colleagues. Women surveyed say they pay less attention to the profiles of men who are significantly

older than them, and massively ignore profiles without photos. If the profile photo has a glass of alcohol, the chances of communication are drastically reduced. 70% of men and 50% of women claim to use the social network to flirt. Women are more jealous of their husbands after they have noticed something on his Facebook profile. It is found that the social network contributes to jealousy even in women, who are not naturally jealous. The subsequent reaction of the persons involved in such a conflict is to close their accounts in the hope that this is the general solution to the problem that has arisen, whether or not it is justified. Men are more likely to change their status in the social network and block their partner after they have split up while women continue to seek contact with their former partners.

The Internet media allow people to connect with others, exchange ideas, and offer access to information that would otherwise be difficult to obtain. Social media change the lives of women by not only changing their way of communication, but also making a significant impact on their culture and learning.

8. Findings and future research

Social media are key forms of communication in the lives of modern couples. Men and women use information technology at different times in their lives and for a different purpose. Women have a dominant role in using social networks. There are more and more couples who get acquainted and maintain their relationships through social networks. It also allows couples to maintain a more active communication with each other, understand where their mate is at any time, and thus strengthen their relationship. On the other hand, the study demonstrates negative trends that directly affect the relationships of couples and moreover, they even have a disastrous effect. Because of the diversity of the digital world, it is more difficult to maintain a relationship between a man and a woman. But with the development of technology and the massive use of social media, it is advisable to maintain respectability, tolerance, and persistence in our relationships, as in “good old times”.

Relationships between man and woman have found a place on the Internet but in a different form, which has lost some of their non-verbal characteristics. This is a serious minus of online communication. Women have found a chance to communicate online, without the limitations they encounter in a real environment. Barriers such as shyness, worries about appearance, speech, and other defects have taken on a totally different meaning in a space where the physical self is only a distant detail and continuation of the digital self.

Positive aspects of communicating through virtual social networks are the following:

- Women feel safe, where they find support and receive feedback.
- Through the writing process, women are tied to the topic they are writing, which is an important factor for reaching a sense of happiness and satisfaction.
- Collect in societies of common interest.
- Social networking increases the self-esteem of a woman, which directly affects the skills of presenting to the public in real life.
- Social networks make it easier to fight addictions – members of these networks develop the sense of community and self-identification with other members. So they accept open advice and find motivation for specific behavior.

Negative aspects of communicating through virtual social networks are the following:

- Excessive use of social networks can lead to narcissistic trends.
- Daily use of Facebook may lead to depression, anxiety and other mental disorders.

- Social networks can suggest a sense of social exclusion as a result of the continuous monitoring of “happy” friend’s photos. This, in turn, creates envy and lack of desire for contact with these friends, which leads to real isolation.
- The time women spend on social networks is directly related to the jealousy towards their intimate partner. The emergence of jealousy is based on the ability to obtain additional information about the partner's activity at a time when the couple is not together. Once the feeling has begun to increase efforts to monitor the partner in the virtual space, the time spent in social networks increases as well and logically reduces the real time spent with the loved one. Thus, the social network can lead to a complete change in the dynamics of intimate couples.
- The more friends we have on Facebook, the less socially oriented we become – collections and lunches with friends remain in the background. Real friends are diminishing, and our social skills are getting poorer.

Further research into the psychological effects of social media on women is necessary. Undoubtedly, this is a vast area of research, given the incredible speed of social networking, information and communication technology.

9. Conclusion

Social networks are an integral part of the daily lives of both men and women. Both sexes spend hours on the phone, computer or tablet, browsing through social media, hoping to learn something new, and to keep track of all the events happening in people’s lives from the “societies” themselves. The way and the quality of communication between the two sexes is changing. All social networking damages are clear – they sometimes complicate relationships with others, increasingly shake off live communication and open a new, unreal world, closing another. They are wasting vital moments of life, choosing consciously online communication with real communication.

Is there anything we can learn through the social network, is it the right formula to create a happy relationship, or is it a place we forget to be ourselves? Whether we turn our desire to say something to someone in a status quote, do we allow the keyboard to “speak” for us? Questions whose answers lie only in ourselves and do not depend on gender, status in society or age, or on what makes us different from others.

But for organizations, the role of social networks has another status. Knowledge is a strategic resource that can lead to a sustainable long-term competitive advantage. This knowledge can be effectively shared through social networks. For student organizations that seek to achieve the quality of shared knowledge, the inclusion of social media tools in day-to-day corporate activity is essential. There are numerous anti-discriminatory opportunities to use social media tools in each company: employee communication can be encouraged to support problem solving by seeking advice from an expert regardless of gender; converting the personal knowledge of both men and women into organizational knowledge. Knowledge is shared with new employees, regardless of their gender. Discussing professional issues with a diverse group of people that is composed of active practitioners in a specific area, regardless of their gender.

In Bulgaria, progress has been made in increasing access to social media through fast internet as well as in providing free data. But digital skills, improving people’s qualifications and digitizing business and public services remain weak. The latter hampers the further development of the digital economy in Bulgaria, and this in turn slows the economic growth of the country. The exchange of information and knowledge between men and women is an important part of knowledge management in the learning organization. Organizations in Bulgaria face the challenge of stimulating people to share their knowledge in social networks, exploiting the strengths of

Internet communication and striving to reduce the negative impact of the weaknesses in Internet communication between the two sexes.

Acknowledgements

This research did not receive any specific grant from funding agencies in the public commercial, or not-for-profit sectors.

The author declares no competing interests.

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