Abstract

The Internet has been hailed as the ideal medium to facilitate the expression of cultural diversity and individualism in cyberspace. But the dominance of a few selected Web giants also exerts a homogenizing influence over users and audience in this space. In an attempt to study these two opposing forces we examine the top ranking websites of several ethno-linguistic groups to determine whether there are any differences in content preferences.

Aim of Research

Determine whether there is any differences in websites content preferences among different ethno-linguistic groups.

H1: The membership compositions of the different content categories for the different language groups show no significant difference.

H2: The mean ranks in the different content categories for the different language groups show no significant difference.

Previous Related Studies:

“Time Variation of Website Ranks”

Tracking the list of top 100 websites over a 12-month period from April 2006, gave us the idea that.....

Selected Results

To address hypothesis H1, we compare the top n website for different language groups by comparing the number of websites in the content categories. Shown here are the results for the Top 10 and Top 100 sites for English, Spanish, and French groups.

Hypotheses

DIVERSE AND HOMOGENIETIES IN THE CYBERSPACE:

A study of website content preferences of selected ethno-linguistic groups

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Conclusion

Divergent Trend: The difference in content preferences of the two language groups is clearly evidenced.

Convergent Trend: It is interesting to observe that, the distributions of the mean ranks and the maximum ranks of the two language groups exhibit some degree of similarity.

Preliminary investigation of the content distribution of top website ranking list for different language groups shows both a diverging and a converging trend.