

**Millennials *Leaning In*:**

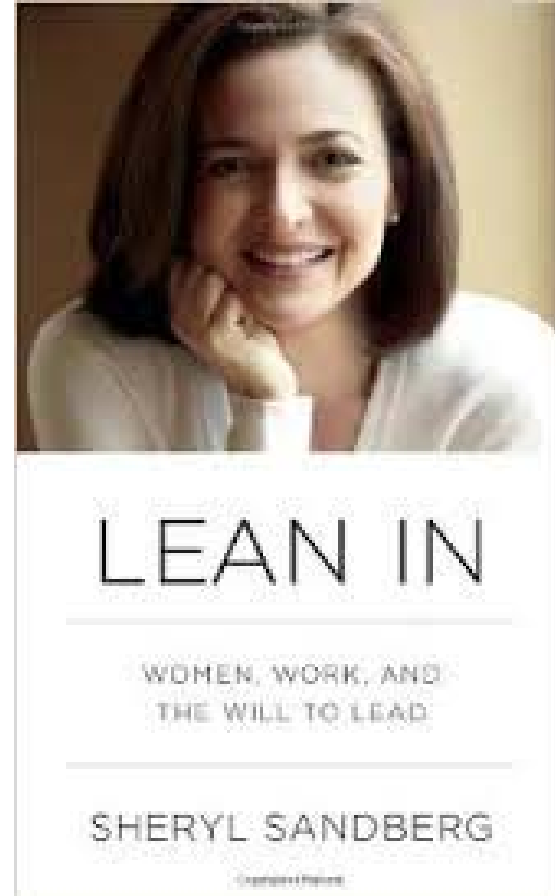
**Can the Careers of Females in  
Agribusiness Benefit from Social  
Collaboration?**

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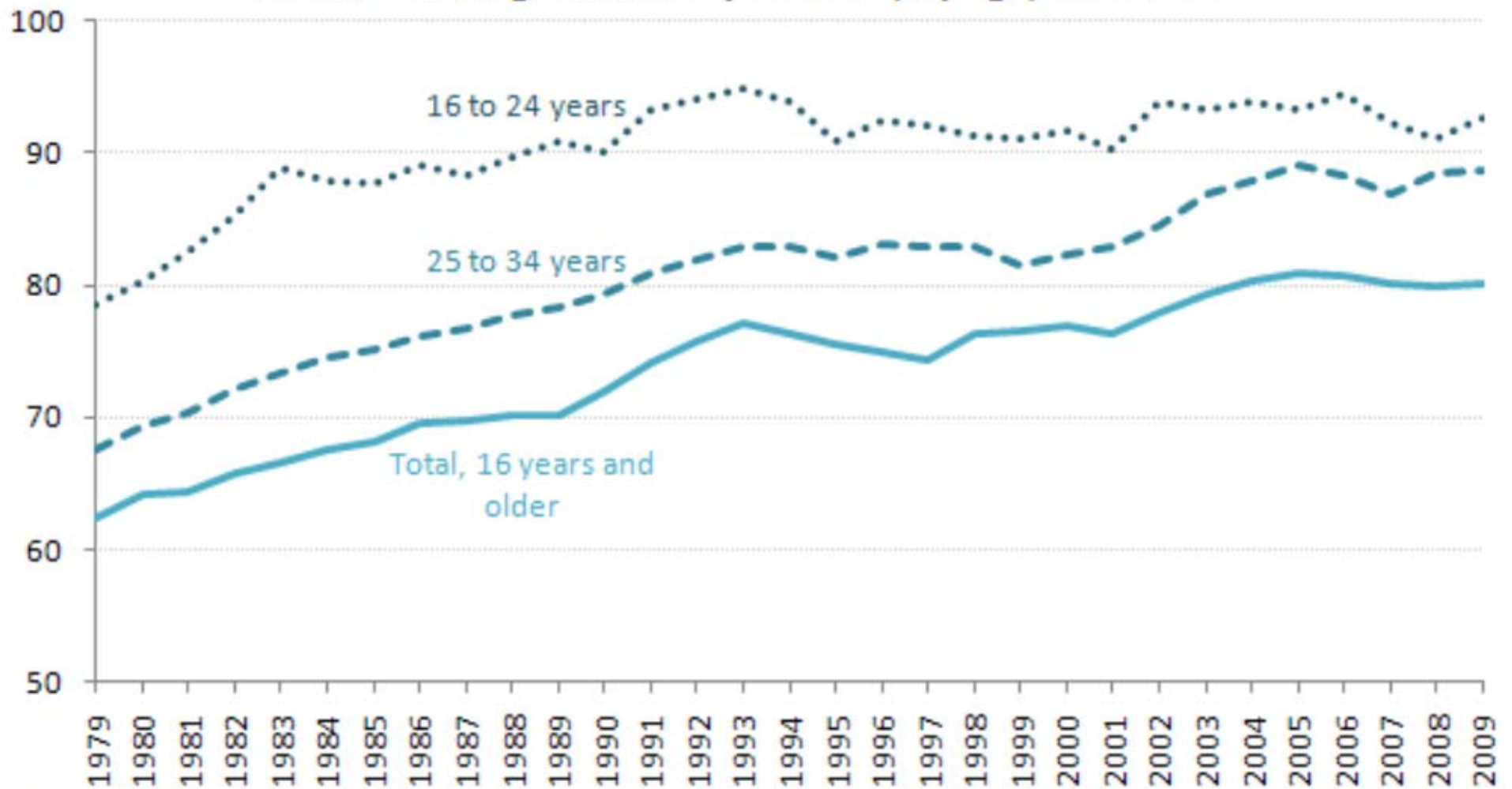
# Gender Pay Gap

- Full-time working women earn 77% of what their male counterparts earn
- Women have to work an extra 60 days to earn what men did by the end of last year

Source: White House 2014

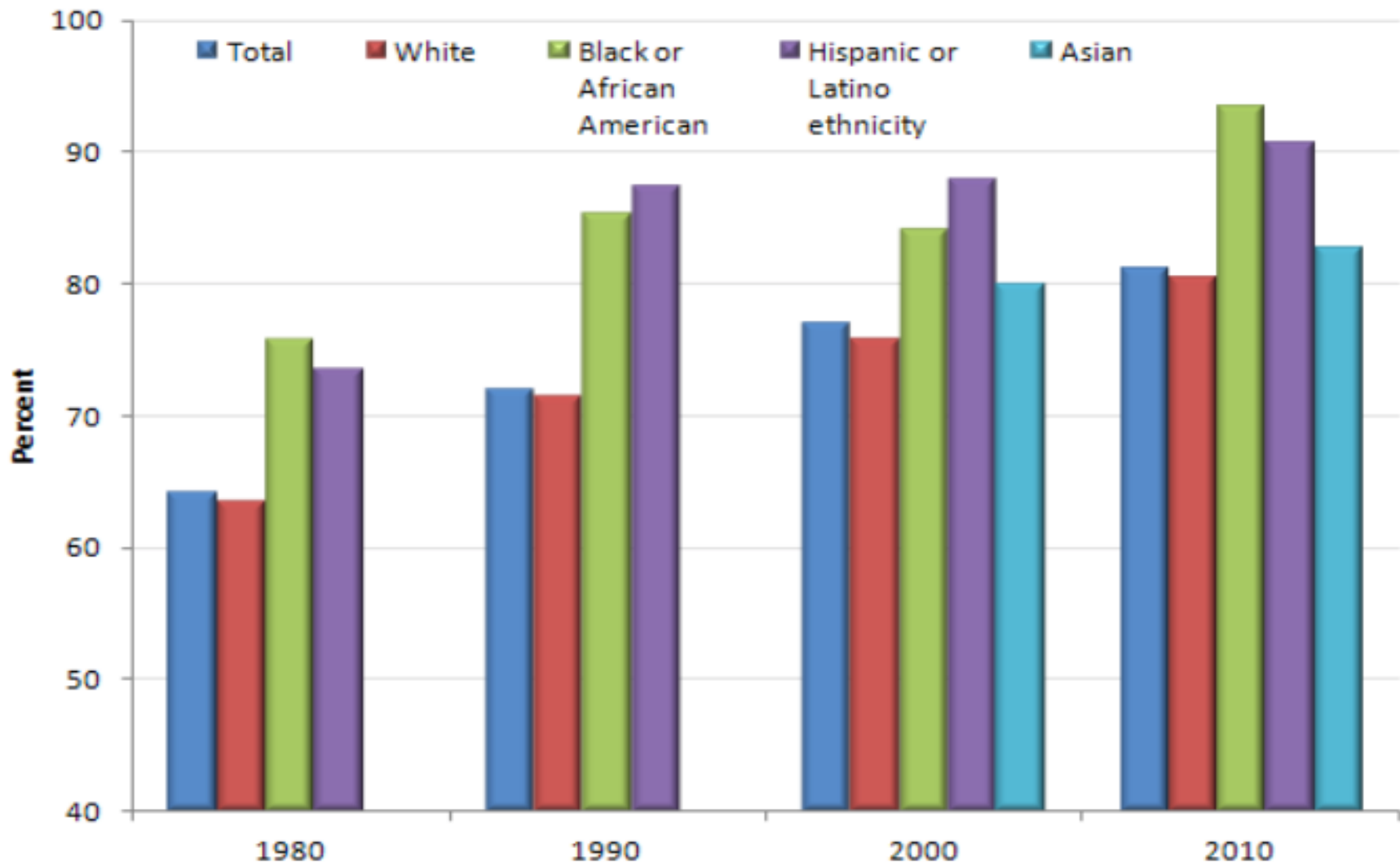


## Women's earnings as a percent of men's, median usual weekly earnings of full-time wage and salary workers, by age, 1979–2009



Source: U.S. Bureau of Labor Statistics

**Women's earnings as a percent of men's, median usual weekly earnings of full-time wage and salary workers, in current dollars, by race and ethnicity, 1980–2010 annual averages**



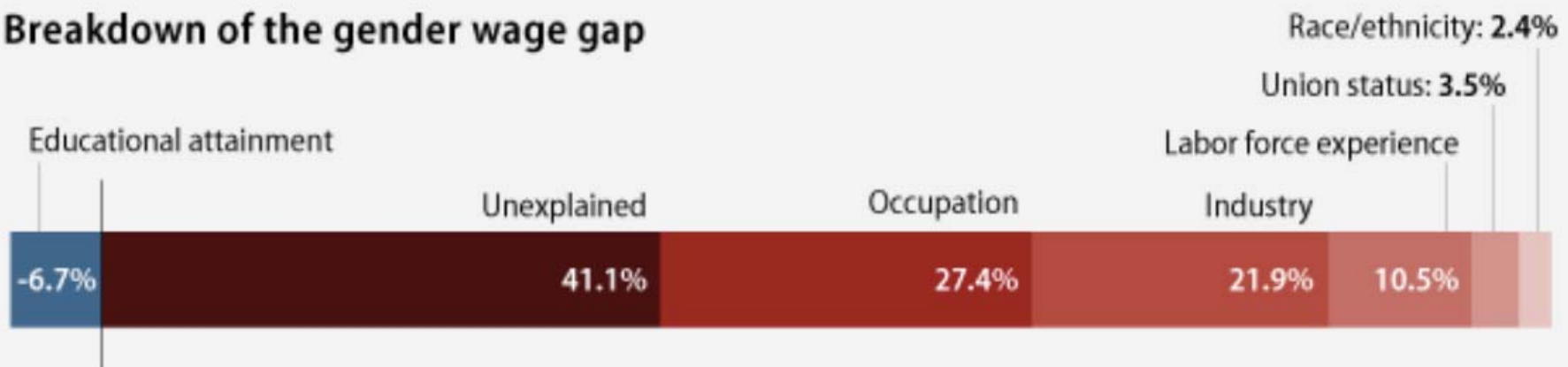
Source: U.S. Bureau of Labor Statistics

Note: Data for Asians were not tabulated prior to 2000.

# Explaining the Earning Gap

- 60% explained through
  - Experience
  - Union status
  - Occupation
- Education to ease disparity by up to 7%

## Breakdown of the gender wage gap



Source: Francine Blau and Lawrence Kahn, "The Gender Pay Gap: Have Women Gone as Far as They Can?", *Academy of Management Perspectives*, February 2007, pp. 7–23.

# Agribusiness Wage Gap

- Qenani-Petrela and Wolf (2007)
  - Survey of Agribusiness graduates
  - Education level was constant
  - 19% gender wage gap
  - Differences attributed to
    - Labor force participation
    - Job characteristics
    - Human capital characteristics

# Growing Human Capital

- Role of discussions
- Social media as a discussion tool

# Research Objective

As a result of coursework social media conversations,

- Is learning improved for female students?
- Are they more confident in voicing their opinions?
- Are they more prepared for careers? and help prepare them for agribusiness careers?

Will activity on a social learning platform empower the females and cause them to “lean in” and close the gender gap in their agribusiness careers?



# ValuePulse

[Sign In](#)

[Forget Password?](#)

ValuePulse is a social learning platform where students and professors can easily engage in real-time discussions about coursework and industry news.

[Learn More...](#)

Facilitate discussion by quickly sharing, commenting and rating user content

One-click access to up-to-date information from a virtual library of leading industry news sources

Effortlessly communicate course material with pre-loaded, class organized content

Sign-up is easy. **JOIN NOW!**

First Name\*

Last Name\*

Username\*

Password\*

Confirm Password\*

Email\*

\* required

**SIGN UP NOW**

ValuePulse allows students to:

- ✓ Avoid outdated material and messy email chains
- ✓ Apply course material to real-life situations
- ✓ Showcase industry knowledge to recruiters

[Privacy Policy](#) | [Terms of Service](#) | [Contact Us](#)

# When you choose Groups you can:

Read and discuss news articles pertaining to your Group's area of study

A list of your current groups

Choose articles from Group news sources

View discussions of the members in your Group

The screenshot displays the ValuePulse website interface. At the top, the logo 'VP | VALUEPULSE' is visible, along with navigation links for 'NEWS FEED', 'MY PROFILE', 'ACCOUNT', and 'LOGOUT'. Below the navigation bar, a teal banner says 'Welcome Colin' and includes a search bar and utility icons. The main content area is divided into three columns. The left column, titled 'Groups', lists 'My Groups' with 'Entrepreneurship Group' selected. Below it, 'Group Interests' lists various sources like 'A VC', 'AskTheVC', 'BetaKit', 'Both Sides of The Table', 'Business Insider', and 'Entrepreneur.com'. The middle column, titled 'Entrepreneurship Group', shows a news article 'Ingredients for a Successful Startup' from Forbes, published 3 days ago. Below the article is a comment by 'Shane Wolf' from 10 hours ago. The right column, titled 'Group Activity', lists recent posts from group members, including 'Facebook Launching Location-Based Mobile Ad Product' and 'How to Take a Social Venture to Scale'. A 'Post' button and 'Pulse' icon are visible at the bottom of the group content area.

# In Your Group You Can Find an Article to Read and Discuss From Your News Feeds

The screenshot shows the ValuePulse website interface. At the top, there's a navigation bar with 'NEWS FEED', 'MY PROFILE', 'ACCOUNT', and 'LOGOUT'. Below that, a 'Welcome Sarah' message and a search bar are visible. The main content area is divided into three columns. The left column, titled 'My Groups', lists several groups, with 'AGB 4443 Branded Wine Marketing Demo Group' highlighted. Below this is a 'Group Interests' section with a list of topics like 'A Good Beer Blog' and 'Ad Age'. The middle column, titled 'AGB 4443 Branded Wine Marketing Demo Group', displays a news feed. The top article is 'P&G Finds Orange Ads Work Better on Facebook', published on 7/5/2012. Below the article title is a brief summary: 'Digital has become so important to Procter & Gamble that it's changing how it creates ads and applying what it learns to other parts of the marketing mix.' There are 13 comments shown, with the first one from Sarah Smith dated 8/13/2012. The right column, titled 'Group Activity', shows a list of recent posts from other users, including 'Private Label Brands' and 'Top 100 wines of 2012'.

Group News Sources

Click on Title to Read

# Discuss the Article by Writing Your Comments in the Box Below the Article

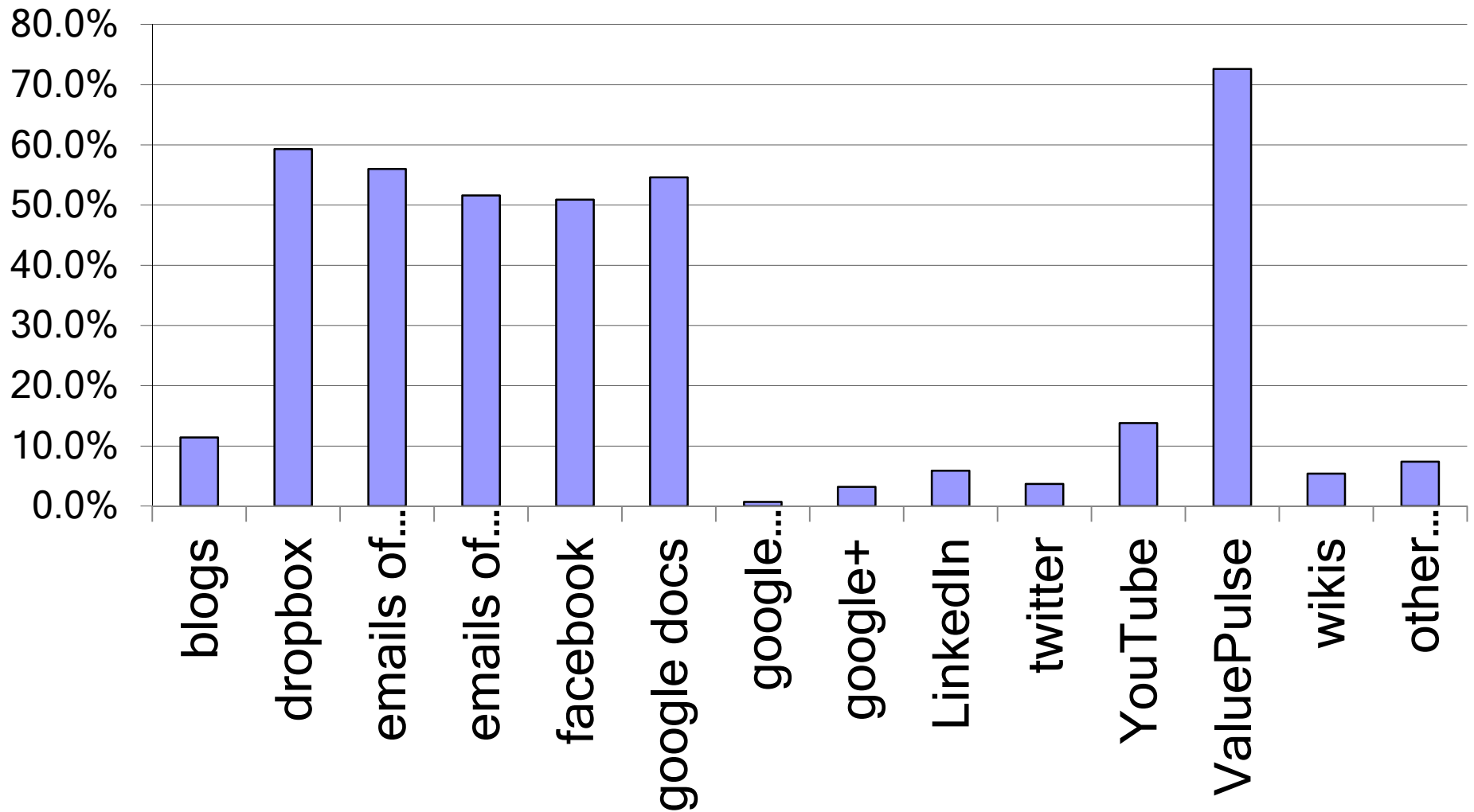


The screenshot shows a social media interface for a post titled "Wineries Tap Social Media" published 1 hour ago. The post text asks for opinions on using social media in marketing. Below the post are two comments: one by Marianne McGarry Wolf (1 hour ago) and one by Kate Clark (1 minute ago). Kate Clark's comment discusses the benefits of social media for wineries. At the bottom of the comment box, there is a text input field, a trash icon, a reply icon, a "Post" button, and a "Pulse" button with a soundwave icon. A blue arrow points from the main title to the comment box. Two blue callout boxes with arrows point to the "Post" and "Pulse" buttons.

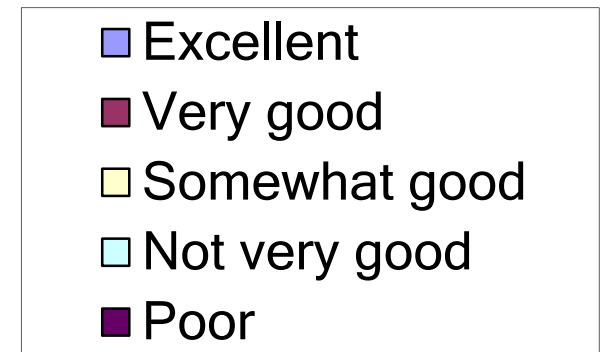
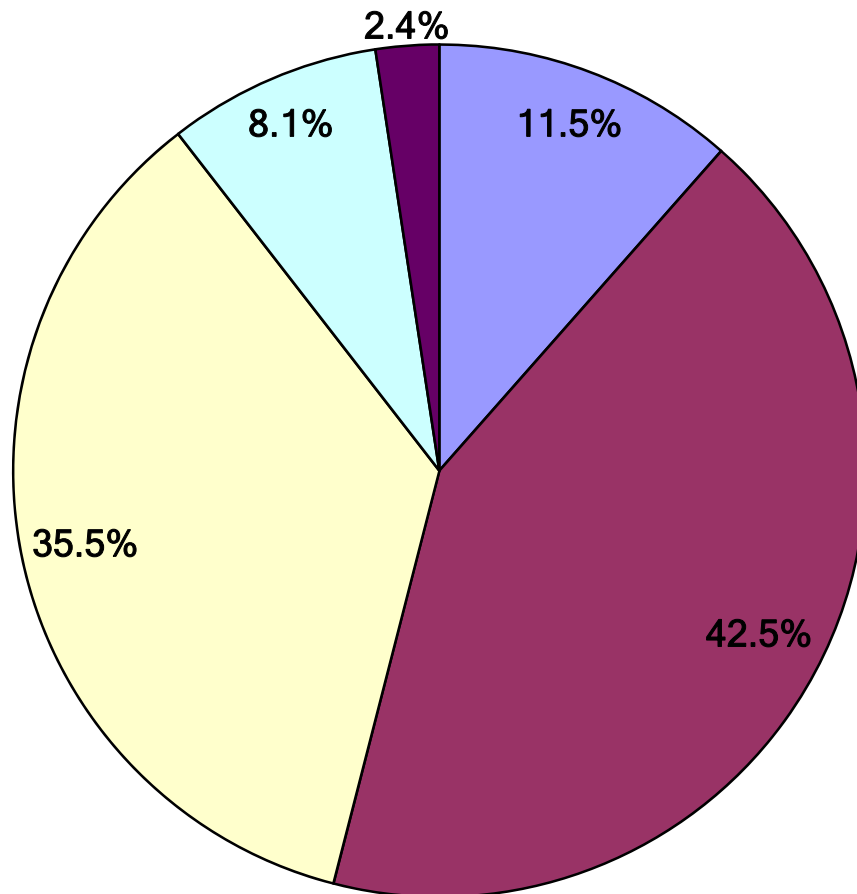
Click Post to Display Your Comment

Or,  
Click Pulse to Display Your Comment and Send it to a Specific Group Member

## Which of the following have you used to communicate with professors and/or classmates?



**How good of an idea do you think it is for  
PROFESSORS to use ValuePulse to communicate  
about the important information concerning their  
coursework to STUDENTS**

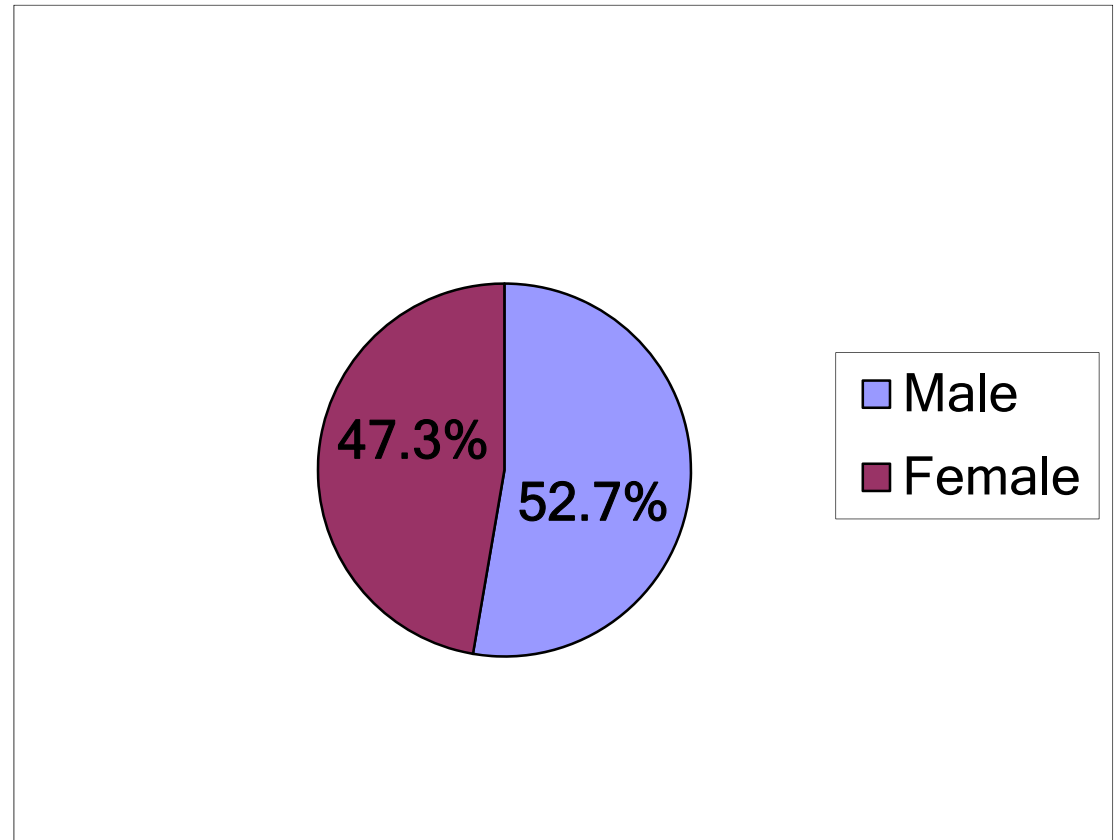


# Data Collection

- Agribusiness student ValuePulse users
- January 2013 – March 2014
- Electronic survey at the end of each course
  
- Social media usage
- Communication strategies with professors
- Area of study
- Club participation
- Frequency of ValuePulse use

# Sample Demographics

- 408 responses
  - 214 male
  - 193 female
- Average of 2.93 years in college
- Agribusiness as major





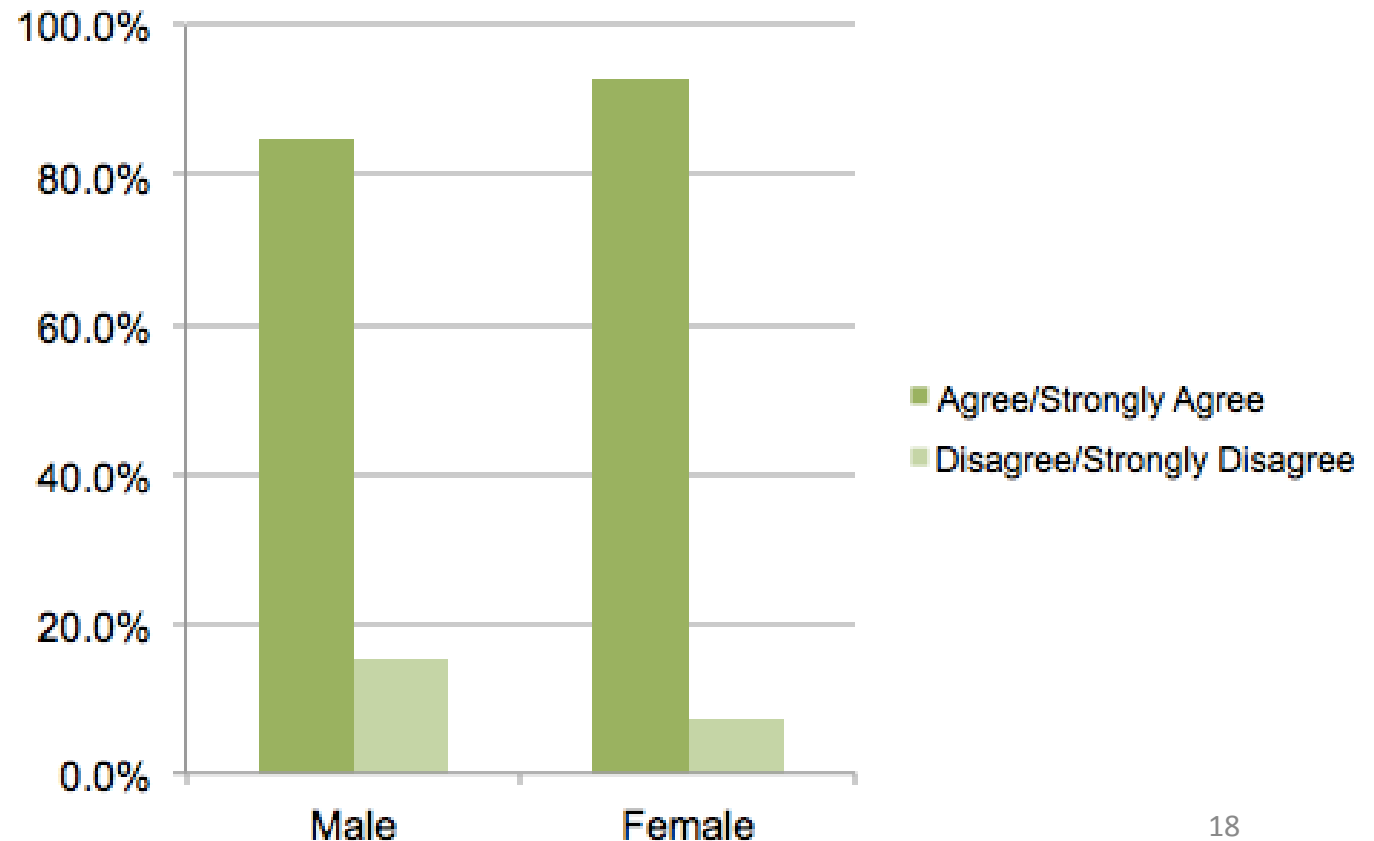
# Results

- Students agree or strongly agree that through ValuePulse they...
  - Like being able to share opinions (91.2%)
  - Are more engaged in the course (88.6%)
  - Know more about the general news (86.2%)
  - Know more about their field of study (83.7%)
  - Understand theoretical principles better (83.2%)
  - Learned from reading their classmates' comments (81.3%)
  - Have improved critical thinking skills (72.8%)
  - Improved their written communication skills (61.8%)

# Comparisons by Gender

- Female students feel more **engaged in the course** as a result of reading current event articles

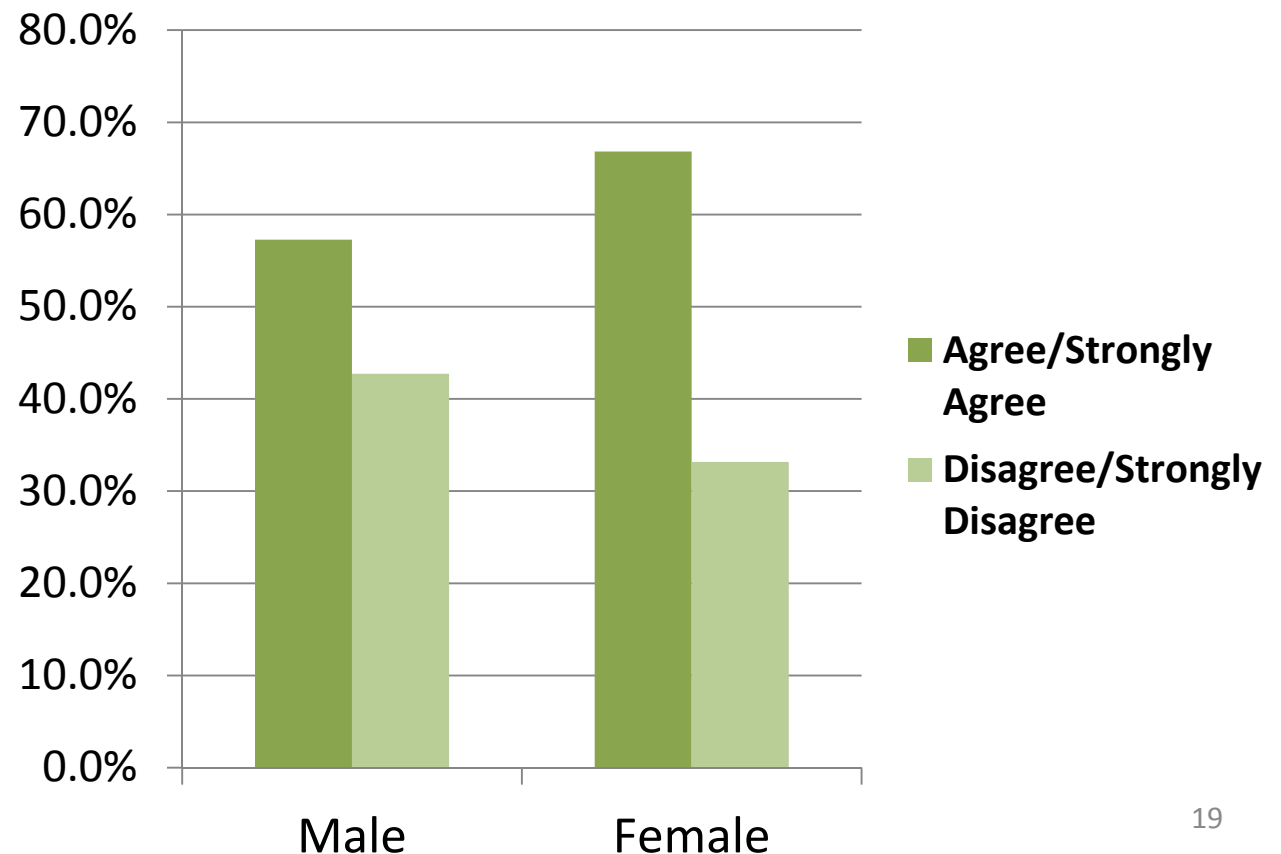
–  $P = .013$



# Comparisons by Gender

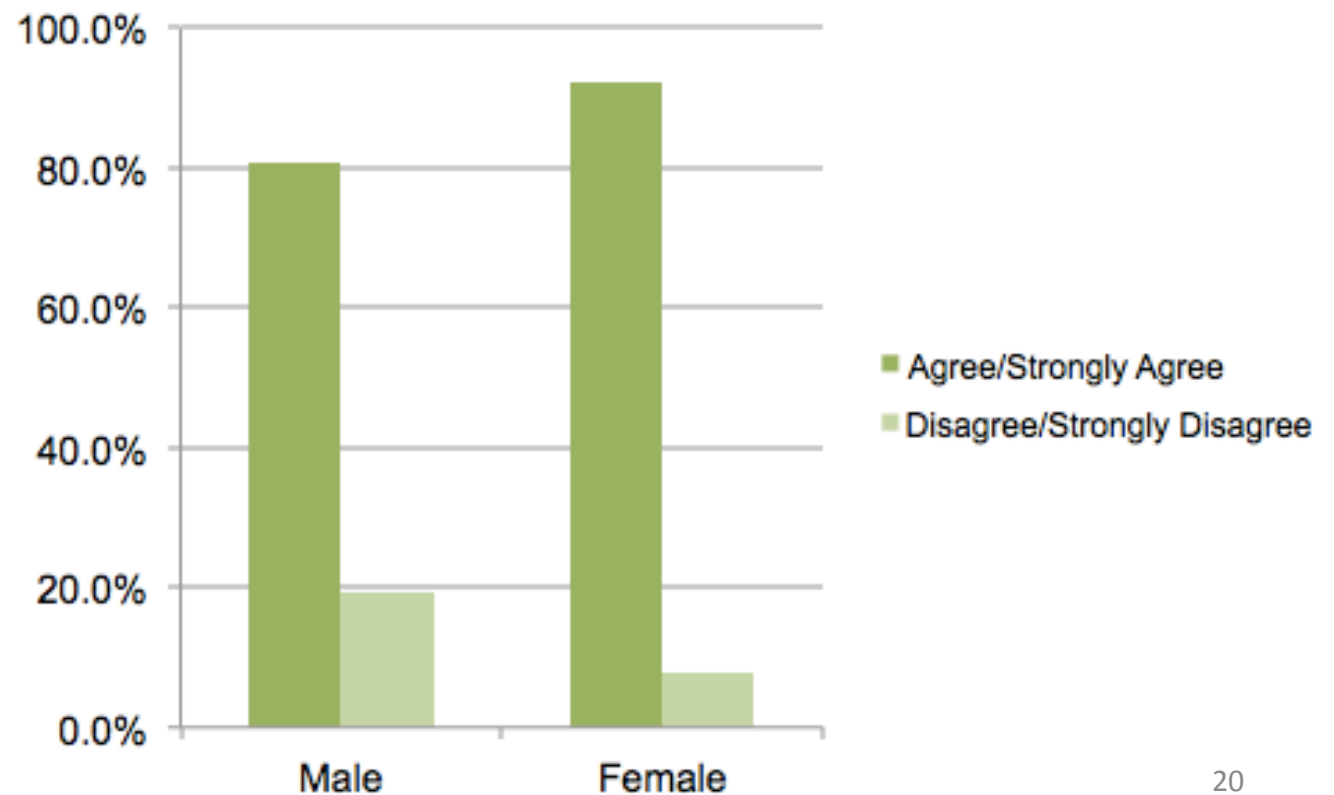
- Female students **feel their written communication skills have improved by using ValuePulse**

–  $P = .048$



# Comparisons by Gender

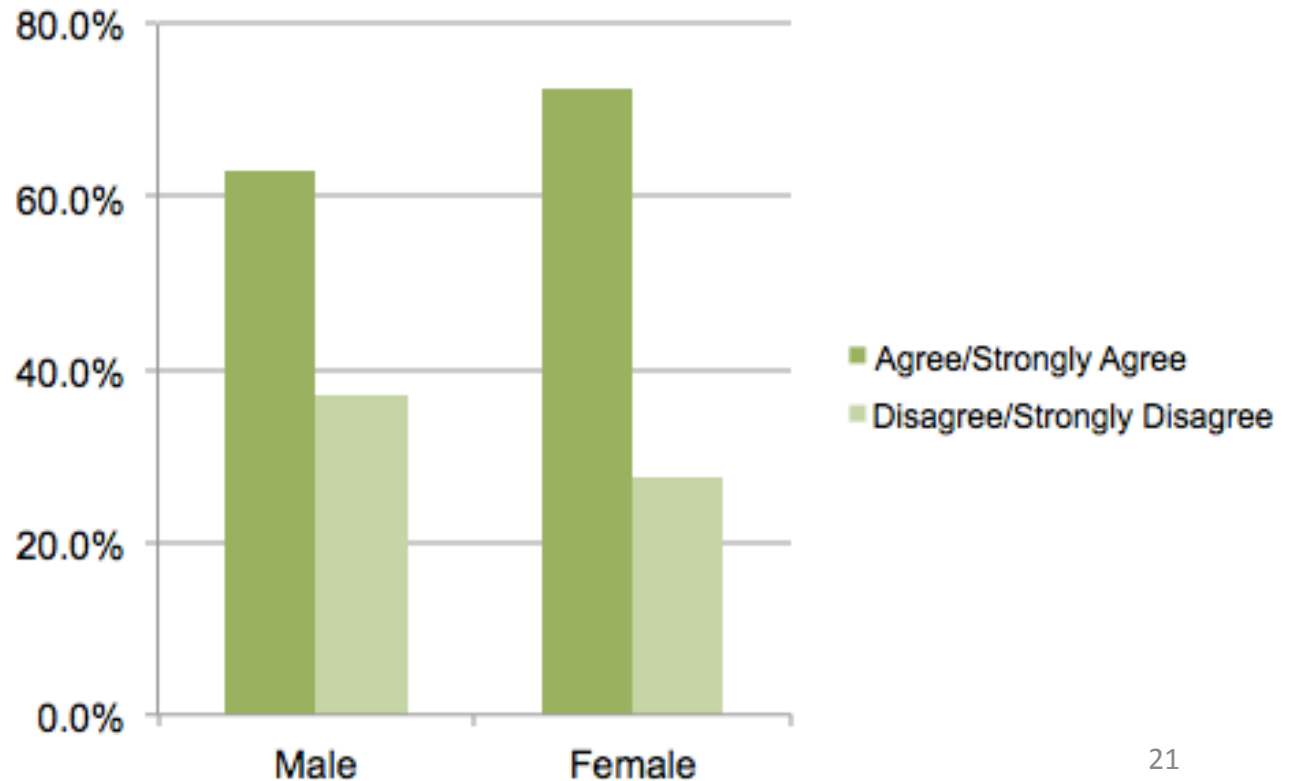
- Female students **know more about the general news** after using ValuePulse
  - $P = .001$



# Comparisons by Gender

- Female students **feel more prepared for job interviews because of online discussions using ValuePulse**

– P = .039



# Discussion

- Prior research suggests, women are:
  - Less likely to be called on by instructors
  - Less likely to rate their skills as above average
  - Less likely to voice an opinion
  - More likely to make their statements shorter and at a lower volume
- Through online discussions, female students:
  - Were given the opportunity to formulate opinions
  - Gain confidence in their own opinion among their peers
  - Feel more knowledgeable about industry and general news
  - Gain confidence going into an interview setting

# Future Research

- Does reported confidence actually carry out into...
  - The classroom environment?
  - An interview situation?
  - Beginning stages of their career?
- What else can be done to encourage female students to *Lean In*?