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


16 to 24 years

25 to 34 years

Total, 16 years and older

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

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

ValuePulse allows students to:

- Avoid outdated material and messy email chains
- Apply course material to real-life situations
- Showcase industry knowledge to recruiters
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
In Your Group You Can Find an Article to Read and Discuss From Your News Feeds

Click on Title to Read
Discuss the Article by Writing Your Comments in the Box Below the Article

Wine Tapes Tap Social Media

Please read this article. What do you think of this article? Does this article help you in your decision to use social media as part of your marketing plan for a new wine brand? Have you use social media as part of the marketing mix in one any of your jobs?

http://www.sanluisobispo.com/

Marianne McGarry Wolf - 1 hour ago

The article makes good points of the possible uses of social media to attract customers. In the cyber space, if you have a customer that "likes" your business' page, then it is almost as if they are already at your winery without actually being there. As long as they aren't over-saturated with posts, people will respond to special deals and offers posted to them on Facebook. Social media is a good way to turn a single-time customer into a repeat one by giving them reasons to come back as new wines and other attractions are introduced. I don't have experience using social media for previous employees, but I agree with most of the posts saying that a social media presence can only help bring customers. I will definitely be using social media in my marketing plan for "Hands On" wine in a way that does not annoy customers, but will provide them with information and a place to communicate with the winery.

Kate Clark - 1 minute ago

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

- Excellent: 2.4%
- Very good: 8.1%
- Somewhat good: 11.5%
- Not very good: 35.5%
- Poor: 42.5%
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*?