

LEVERAGING FACEBOOK POLL ADS PLATFORM TO MEASURE GENDER DIFFERENCES IN JOB SATISFACTION: CASE OF UZBEKISTAN

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Abstract. *The purpose of this study is to find out about the level of job satisfaction in Uzbekistan and to assess the effectiveness of the Facebook poll ads. The single-item measure scale of job satisfaction was implemented to test the effectiveness of the Facebook Poll Ads campaign as a means for collecting the responses. The results indicated a significant difference in satisfaction levels between males and females. The study demonstrates unique results because of limited similar research within the country on the topic of employee satisfaction. Study applies the novel use of Facebook poll ads in research as a main tool to collect responses from participants. The findings can serve as a ground for Facebook, to consider the expansion of Poll Ads by adding several questions in one ad which would enable researchers to collect data at the fastest, effective and more affordable way.*

Keywords: *Uzbekistan, job satisfaction, social media recruitment, Facebook ads, gender differences in job satisfaction, online advertising.*

Introduction

Despite the rates of the growing economy in the country, number of investors entering the country, and the new companies and universities being established, the issue of employee job satisfaction is being neglected by the majority if not all companies in the country, simply because of the notion that employees should be grateful for having a job and because it is deemed to be an unnecessary waste of time and resources by the organization. It is very important to raise the awareness about necessity of measuring job satisfaction of employees and subsequently, building solid Human Resource Management (HRM) systems within the companies in Uzbekistan, in order to increase the retention rates of qualified employees. Majority of the PhD dissertation topics are being adjusted to match the governmental decrees to improve the HRM system within various sectors of the economy, and yet topics of job satisfaction are left behind. Given the culture of Uzbekistan, women role in the society of being a responsible mother and wife still comes first before any career and education. It is important to note, that despite some educational and professional prospects bias towards women due to cultural norms (Freedom in the World Report, 2020), the share of women in employment is less than the share of men in Uzbekistan, making it about a 60/40 distribution (State Committee of the Republic of Uzbekistan on Statistics (2019).

We live in the era of digitalization, which makes it easier to connect with each other; borders are erased between individuals where people are able to reach one another faster and collaborate on various projects. Most of this is due to the Internet. Almost 4.66 billion of world's population use Internet (Statista, 2020a). Out of Uzbekistan's population (33.7 million), where the median age is 27.8 years (Worldometer, 2020), 22.6 million use Internet, with 27 million using mobile services (The Ministry for Development of Information

Technologies and Communications of the Republic of Uzbekistan, 2021). With the increased use of mobile internet, a lot of people use social media networks. Facebook is known as one of the most popular social media networks used increasingly for digital advertisement, which allows its users to create profiles, pages, groups and be engaged in communication and discussion with each other (Khang, et al., 2012; Hanna et al., 2011). Globally, Facebook is the most popular social media network (Statista, 2020b) with 2.74 billion active monthly users (Facebook, 2020a) and is the third most popular website (Statista, 2020c). Facebook’s advertising revenue amounted to about USD21.22 billion, out of which majority of ads were generated via mobile devices (Statista, 2020d). Out of more than 200 million businesses registered on Facebook, more than 10 million of them are being engaged in active advertisement (Facebook, 2020b). To compare it against the data four years back, there were about 3 million businesses who used the Facebook ads actively in 2016 (Facebook, 2016). This allows to make an estimation that the number of businesses who started to promote themselves via Facebook ads increased by 233% $((10\text{mln}-3\text{mln})/3\text{mln}*100\%)$ in four years.

Facebook Ads (advertisements) have also been increasingly used by many researchers within medicine (online health, psychological studies) as means of recruiting participants for studies (Thornton et al., 2016). Mainly, because of the Facebook’s ability to reach wider range of population and select specific target group for research in a short period of time, which carries more advantages than traditional recruitment methods (Andrews, 2012). Facebook Poll Ads have been used by businesses to gather information about the companies’ products but there seems to be a very limited literature providing an evidence of using Facebook Poll Ads as a main tool for data collection. However, if traditional methods of participant recruitment such as phone, mail, newspaper ad or flyer placement in high-traffic areas are costlier and time consuming (Balfe et al., 2012), why not take advantage of using social media as means for data collection and participant recruitment?

Therefore, this study is aimed to measure the level of job satisfaction and whether there is a significant relationship between gender and job satisfaction (using the novel Facebook Poll Ads platform) in the Republic of Uzbekistan, former CIS country. The findings of the study shall i) contribute to the increased awareness among companies about the need of assessing employee job satisfaction; ii) add to the limited literature available within the topic of job satisfaction in Uzbekistan and increase the level of similar research from other authors within the country; iii) can serve as a ground for Facebook’s management, to consider the expansion of Facebook Poll Ads by adding options of having several questions in one ad which would enable researchers to collect data from random sample at the fastest, effective and more affordable way.

Literature Review

What is Job Satisfaction?

What is job satisfaction? In simple words, job satisfaction is what makes people want come to work every day. Spector (1997, p.2) defines it as ‘how people feel about their jobs and different aspects of their jobs. It is the extent to which people like (satisfaction) or dislike (dissatisfaction) their jobs.’ Vroom (1967) defines job satisfaction as “...the reaction of the workers against the role they play in their work”, while Locke (1976, p.1300) defines job satisfaction as a “pleasurable or positive emotional state resulting from the appraisal of one’s job or job experiences”.

Gender & Job satisfaction

There are numerous studies all over the world which were focused on investigating the relationship between job satisfaction and gender (Toropova et al., 2021; Chapagain, 2021; Pagan and Malo, 2020; Smagina, 2020; Perugini and Vladislavjevic, 2019; Green et al., 2018; Sak, 2018; Escardibul and Afcha, 2017; Kroupis et al., 2016; Zou, 2015; Hundera, 2014; Kessler et al., 2014; Aydin et al., 2012; Ishitani, 2010; Sabharwal & Corley, 2009; Bender et al., 2005; Okpara et al., 2005; Sloane and Williams, 2003; Sousa-Poza and Sousa-Poza 2000; Clark, 1997; Meng, 1990; Crosby, 1982). Study among the frontline employees in the Nepalese public banks revealed a significant relationship between gender and job satisfaction (Biswakarma and Gnawali, 2020). Same has been confirmed in study among the Nepalese financial institutions pertaining the influence of gender on job satisfaction (Shrestha, 2018). Positive correlation between gender and job satisfaction of 410 university employees has also been founded in the study of universities in Pakistan (Keerio et al., 2019).

Over the past two decades, there has been an observed decline in female job satisfaction, which occurred because nowadays, females were having similar work-related expectations as of males (Green et al., 2018). In Korea, women employees demonstrated lower job satisfaction than male employees (Song and Lim, 2017). In China, women were also found to be less satisfied with their jobs and careers than men, which could be explained that women were treated unfairly at their workplace because of the gender-based bias and discrimination after economic reforms (Ngo et al., 2014). In Brazil, using the data from the Monthly Employment Survey, it has been revealed that women were more dissatisfied with their jobs, reason of which could be because women wanted better job and professional growth opportunities in the labour market (Aguiar do Monte, 2019). Lowered job satisfaction of females could also be attributed to their various roles of being a mother and wife ignoring of which would be difficult to afford (Altunas, 2014). COVID-19 pandemic lockdown in the US also revealed unsurprising result that women reported lower job satisfaction level compared to men due to number of roles they had. (Feng and Savani, 2020).

Even though back in 1990s, women reported greater levels of job satisfaction despite the receipt of lower salaries than men, also known as paradox of contented female employees, due to the gap between females' market expectations and actual experience (Clark, 1997); there are still numerous recent studies that report on greater levels of job satisfaction among females compared to males. In the study of 200 managers working in the IT companies in India, women were found to be more satisfied with their job than their male colleagues. (Pathak and Srivastava, 2017). Study of 1,306 psychology academics in the US and Canada reported higher levels of job satisfaction among women in teaching-oriented departments, which was explained that women preferred more social positions, where they could have more interaction (Kessler et al., 2014). Data of 4,111 employees obtained from the skills survey in the United Kingdom, revealed significant higher job satisfaction results among women compared to men (Zou, 2015). It could also be the case that female employees tend to report higher job satisfaction, in general, within job positions such as Teachers (Pandey, 2014; Kessler et al., 2014; Toropova et al., 2021) and Doctors (Jadoo, 2020). In schools, female teachers demonstrated higher levels of job satisfaction compared to male teachers. For instance, out of 2,059 respondents, female teachers in lower secondary schools in Australia showed higher satisfaction levels than male teachers

(Amuthenu, 2019). Similarly, grade 8 mathematics teachers in Sweden were satisfied with their job more compared to their male colleagues, which was explained in the study that females accepted their role of nurturing and educating (Toropova et al., 2021). Jadoo (2020) reported a significantly higher job satisfaction level for female doctors than their peer male counterparts in a national survey conducted in Iraq.

Male employees also were found to have lower job satisfaction in the study of 233 early childhood teachers in Turkey (Sak, 2018). Men with disabilities also were found to be less satisfied with their jobs compared to women in the study of Pagan and Malo (2020) who used the data from the German Socio-Economic Panel.

Some studies, on the contrary, found that male employees tend to have higher job satisfaction compared to female employees (Aydin et al., 2012). Study of 1,306 psychology academics in the US and Canada reported higher levels of job satisfaction among men in research-oriented departments (Kessler et al., 2014). During COVID-19 pandemic lockdown in the US, men demonstrated higher levels of job satisfaction compared to women (Feng and Savani, 2020).

There is also another direction of the findings in the literature which reports on no significant relationship of gender on job satisfaction (Toker, 2011). In a study of bank tellers in Ghana, gender has not been found to have a strong relationship with job satisfaction (Dartey-Baah et al., 2020). Study of 320 hotel employees in Ecuador yielded similar results of insignificant association between gender and job satisfaction (Serrano-Lopez et al., 2019). In the study of 282 physical education teachers in Greece gender did not seem to influence the level of employee job satisfaction as well (Kroupis et al., 2016). In Spain, the study of 4,123 PhD holders did not reveal any significant differences with regards to gender (Escardibul and Afcha, 2017). Feng and Savani, 2020 found that before COVID-19 pandemic, there were no gender differences in the levels of job satisfaction among the US full-time employees. In a study of 156 academicians of higher educational institutions from Nepal, significant influence of gender on job satisfaction was not observed either (Chapagain, 2021). Analyses of gender-job satisfaction gaps in 32 European countries provided robust evidence of smaller gender gaps in job satisfaction levels because women start having similar expectations to those of males as they grew up in contexts of higher gender equality, and they are being employed in the traditional ‘male’ jobs (Perugini and Vladislavljevic, 2019). The study of the employees with disabilities in Korea, reported no significant relationship between gender and job satisfaction justifying it with the empirical analyses that when education levels were high and at the same level, the gender differences in job satisfaction diminish (Yu and Choe, 2020). In Uzbekistan, in a study of academic employees in a University, gender was not found to have significant relationship with job satisfaction either (Smagina, 2020).

Global Measures of Job Satisfaction

There are various popular research survey instruments that measure global or overall job satisfaction level of employees such as Faces Scale (Kunin, 1955); Overall Job Satisfaction Scale (Judge et al., 1994); Global Job Satisfaction Questionnaire (Warr et al., 1979) and others. Out of the mentioned popular global scales of measuring job satisfaction, Overall Job Satisfaction scale proposed by Judge et al., (1994) included the least amount of questions, which was interesting for the researcher due to the nature of this study. Three questions were used, namely: i) Gallup poll question: “Are you satisfied with your job? With ‘Yes/no’

answer choices; ii) Faces scale, where a respondent selects one of the eleven face expressions that best describe his/her overall feeling about the job; and iii) question about the percentage of time a respondent is satisfied with his/her job (percentage response). Gallup poll single question about the general job satisfaction is a worldwide popular survey question which gathers data worldwide. When job satisfaction is measured by response to a single statement, it helps to obtain information about the overall level of job satisfaction; and it "defines job satisfaction more broadly and may capture elements considered by employees that are not specifically included in the composite measure. Single-item measures may also be less affected by temporal factors, such as emotions or attitude linked to a particular job facets that may change as deadlines approach or job-related problems arise" (Linz and Semyakina, 2013, p.586-587). Single-item measures of job satisfaction also help to generate efficient consistent and valid results (Linz and Semyakina, 2013; Dolbier et al., 2005; Nagy, 2002; Wanous et al., 1997; and Scarpello and Campbell, 1983).

Facebook Ads in Research

There has been an increased interest in using social media as a research method for recruiting participants. Facebook ads have been increasingly used by many researchers within medicine (online health, psychological studies) as means of recruiting participants for studies (Thornton et al., 2016). Mainly, because of the Facebook's ability to reach wider range of population and select specific target group for research in a short period of time, which carries more advantages than traditional recruitment methods (Andrews, 2012).

Moreover, if traditional methods of participant recruitment such as phone, mail, newspaper ad or flyer placement in high-traffic areas are costlier and time consuming (Balfe et al., 2012), why not take advantage of using social media as means for data collection and participant recruitment?

Other than the cost, time, and ease of application, Facebook is able to reach more i) diversified members of population (not only young members per se but older adults); as well as ii) lower income population (also, noting the increasing number of Facebook users from the developing countries) (Duggan et al., 2015); as well as iii) hard to reach populations (Thornton et al., 2016); and iv) minority ethnic groups (Baltar and Brunet, 2012).

How can Facebook be used for participant recruitment, one may ask? Amon et al. (2014) reported the three different ways to recruit participants through Facebook, namely via a) paid ads option; b) project specific Facebook page; and c) locating participants for following-up.

Facebook ads have been found to be as an effective and low-cost recruitment method. (Carter-Harris et al., 2016; Arcia, 2014). Because of its popularity, it can serve as a promising channel for reaching potential research participants.

Review of literature indicates that Facebook, which was originally aimed at connecting college students, nowadays, is used by businesses to promote their products and services and it is gaining popularity among researchers to be used as a research tool, either through a recruit of participants or through conduct of focus groups (Thrul et al., 2017) mainly due to its advertising option which offers low-cost, quick and user-friendly interface.

Based on the review of literature, and limited research in job satisfaction area available in Uzbekistan, it is important to investigate on the a) level of the general job satisfaction in the country as well as b) to review how the results would differ given the gender differences of the respondents; and it is of a particular interest, c) to see the

effectiveness of the Facebook poll Ads and suggest its further development to fit the needs of researchers as a way of collecting respondent data.

Methodology

Population and sample size.

Participation was voluntary, individual responses remained unknown and thus confidential to researcher. Participants included active Facebook users which were divided between males and females (aged 18+) of Uzbekistan.

Responses of 5,070 randomly collected participants was collected by answering the Facebook poll ads question. The sample was obtained from the large population of registered Facebook users in Uzbekistan, which is considered to be sufficient to produce statistically valid results (Lewis et al., 2019).

The ads were viewed 220,238 by users overall in a period of 1 month in 2020. The Facebook ads campaign yielded 5,070 responses (clicks) at an overall cost of 147.81\$ or 0.66\$-0.69\$ per participant. Out of 220,238 who viewed the ads, 5,070 showed an interaction with the question (i.e. those who clicked and provided a response). Respondents represented various cities of the Republic of Uzbekistan.

Survey instrument

This study adopted the Gallup poll overall job satisfaction single-item measure survey tool in order to address the research question: “What is the overall job satisfaction level of male and female employees in Uzbekistan using Facebook ads option?”

The main rationale for adopting the Gallup poll overall job satisfaction single-item measure survey tool was because of its simplicity and fitness of use in the Facebook Ads option, because the survey question was supposed to be placed in the form of an advertisement to potential respondents and practically, there was a limitation of placing only one question in one advertisement banner offered by Facebook Poll Ads so far. Thus, Gallup poll overall job satisfaction single-item measure survey tool included the question in Russian language which reads: “Are you satisfied with your job?”, with two answer options: “Yes” and “No”. Therefore, Facebook Poll Ad contained a single question.

Because poll was planned to appear as an advertisement on Facebook newsfeed section, the introductory short text was provided along with the short no copyright video excerpt showing working people in suits with the duration of 1:01 minutes. The introductory text contained the following information: “Let’s find out what is the percentage of Uzbekistanis that are satisfied with their job! Answer one question and find out the results!” (In Russian language) (See Figure 1).

Moreover, in order to run the paid Facebook Ad from a separate page and not from personal Facebook account which would indicate the name of the researcher, separate Facebook page has been created with the title: “Research.uz” and a profile picture with the respective title which would demonstrate the link to research affiliation rather than a specific individual in order to create trust among the participants (See Figure 2).

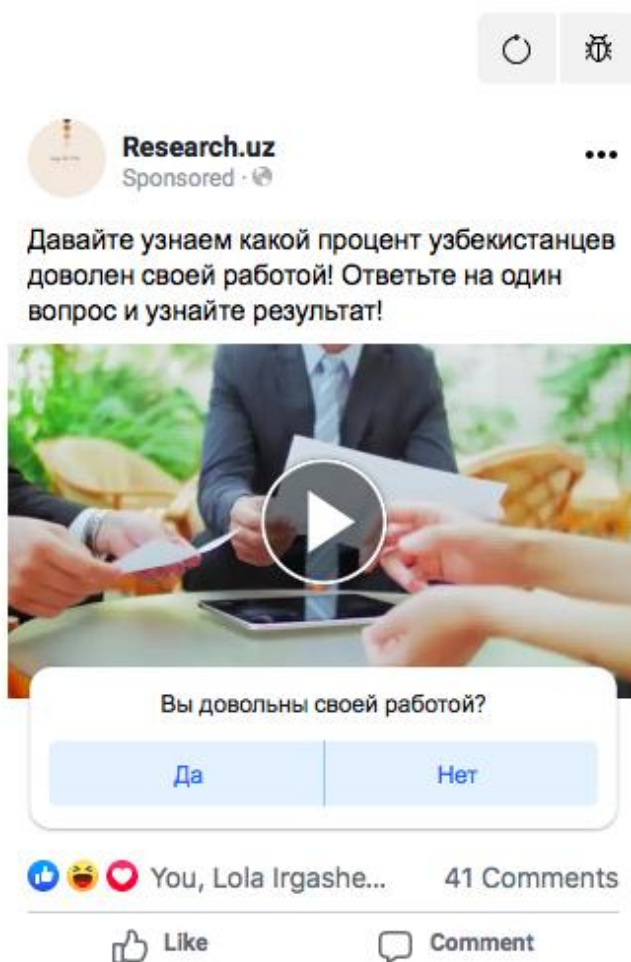


Figure 1. Screenshot of Facebook Poll Ad with Question and Clickable Answer Choices inside the Poll Ad

Source: Author's finding.



Figure 2. Facebook Page Profile Picture

Source: Source: Author's finding.

Scoring method was the percentage score of respondents who answered “Yes” and “No” which would be automatically calculated by Facebook Ads Manager page, and could be visible for two genders: males and females (because there were two Facebook Poll Ads campaigns with question targeted at males and females separately).

Demographics and sampling method

Facebook allows to see the demographics of the population, however not the participants, which is one of the biggest drawbacks and limitations, and since the research questions of this study was aimed at looking at the gender differences, two separate poll ads were run instead of one to address this limitation. Therefore, first poll ad was targeted to collect female responses only for four days, then once the respondents started to participate at the survey, ad was re-run for another three days. After which, ad was duplicated and targeted to males only participants and ran for seven days. Eventually, both ads were re-run again at the same time for another ten days, making it a total of 17 days of responses collection period. The poll took place between September and October, 2020 period. It has been observed by the researcher, that Facebook poll ads were best to be run during weekdays than weekends to save on costs.

Were any incentives provided to the study participants? Various researchers were using incentives to recruit participants in qualitative studies per se. While, a lot of researchers offered incentives, gifts and prizes for those who agreed to participate in the research (Akard et al., 2015; Fazzino et al., 2015; Gilligan et al., 2014; Child et al., 2014); others were using Facebook messenger to spread messages to different individuals registered on Facebook personally, and were providing information about their research on relevant Facebook pages related to the research interest topic (Barrat et al., 2015; Richards et al., 2014; Boyce et al., 2013). This study did not offer any incentives, gifts, or prizes to the participants because the question was visible only to the respondents via Facebook Poll Ad; where interested participants, would have just clicked on their answer and continue surfing through their newsfeed, whereas uninterested participants would have simply skipped the poll ad without giving any attention or answer to it. Thus, it was logical and practical, not to offer any incentives.

Research Question

Therefore, based on the discussion of the literature review the following research question was revealed: What is the overall job satisfaction level of male and female employees in Uzbekistan using Facebook poll ads option? It is hypothesized that job satisfaction score in Uzbekistan is different for both males and females. Therefore, the alternative hypothesis is:

(H_a): Job satisfaction in Uzbekistan among females is higher than that of males.

The overall respondents’ data was automatically calculated by Facebook Ads Manager page which indicated percentage scores (proportions). Further, the data was analyzed in excel. Independent samples two proportion z-Tests were used to test the difference between female and male respondents. The random sample was sufficient, given the large population. The statistical techniques provide appropriate analysis and help to establish whether the hypotheses are supported. Thus, the purpose of the study, literature review and research methodology has been clearly defined.

Data Findings & Results

The data for this study consisted of 5,070 respondents. Out of which 43.45% (n=2,203) were males, and 56.55% were females (n=2,867). The population that has been reached was equal to 220,238 people (n=128,252 males, n=91,986 females).

Out of 2,203 male respondents, 51.16% (n=1,127) indicated that they were satisfied with their job, 48.84% (n=1,076) indicated that they were not satisfied with their job.

Out of 2,867 female respondents, 56.19% (n=1,611) indicated that they were satisfied with their job, 43.81% (n=1,256) indicated that they were not satisfied with their job.

Two proportion z-test

Hypothesis tests were conducted manually in Excel for the difference between two proportions to compare the job satisfaction between two genders (males and females). Two proportion z-test was appropriate for this study because the sampling method was simple random sampling with independent samples, with each population being at least 10 times larger than its sample.

Hypotheses:

$$H_o: \pi_f = \pi_m$$

$$H_a: \pi_f \neq \pi_m$$

Here, π_f - proportion of satisfied employees among females;

And, π_m - proportion of satisfied employees among males.

Because the sample size is large, the following conditions are all met:

$$n_f * p_f > 15$$

$$n_f * (1 - p_f) > 15$$

$$n_m * p_m > 15$$

$$n_m * (1 - p_m) > 15$$

Analysis plan includes the significance level at 1% ($\alpha = 0.01$) with a two-proportion z-test method.

Test Statistic

$$z_{stat} = \frac{p_f - p_m}{SE} = \frac{0.5619 - 0.5116}{0.0141} = 3.56$$

(1)

$$SE = \sqrt{\frac{0.5619 * (1 - 0.5619)}{2867} + \frac{0.5116 * (1 - 0.5116)}{2203}} = 0.0141$$

Rejection Rule

The null hypothesis is rejected if p-value $\geq \alpha = 0.01$

$$p\text{-value} = 2 * P(z \geq 3.56) = 2 * 0.00019 = 0.00038$$

Decision. Since p-value = 0.00038 is smaller than alpha of 0.01, the decision is to reject H_o .

Conclusion. There is a sufficient evidence to claim that average satisfaction rates between male and female employees are significantly different. Indeed, satisfaction rate among females is significantly higher than that of males (p-value = 0.00019).

To answer the research question: “What is the overall job satisfaction level of male and female employees in Uzbekistan using Facebook poll ads option?”, the results of the Facebook poll ads indicated that the overall job satisfaction level in Uzbekistan for both male and female respondents was equal to the 54% (n=2,738), it could be possible, based on some of the comments made, that people were dissatisfied with their jobs because they were dissatisfied with their salaries, or they were dissatisfied with their salaries but overall satisfied with their jobs. The proportion of respondents who indicated a ‘Yes’ outweighs the proportion of the respondents who answered “No”, it could be that the proportion of those who answered “Yes” could be higher, provided the market salaries were higher, or simply because they liked their jobs. However, since salary was not the purpose of this study, it is proposed to explore the salary surveys in further studies to see if there is a relationship between job satisfaction and salary among employees in Uzbekistan.

According to the Gallup Poll (2020), 89% of full or part-time employed adults in the United States were satisfied with their jobs. According to the Randstad Workmonitor Q4 (2019), out of 34 studied countries, the top three countries with the highest job satisfaction were India (89%), Mexico (85%), and Turkey (80%). Whereas, job satisfaction in Japan was the lowest (42%). Uzbekistan’s job satisfaction as per current study findings is equal to 54%, which is promising, however it has a long road to grow and develop.

Review of respondent comments

Small portion of respondents decided to leave comments under the Facebook poll ads (since it is a social media, comments should not be a surprise). All comments were translated into English language by researcher. There were more comments from women, than from men. The overall analysis of the comments indicated, that people try to accentuate on the salary matter, that the salaries were too low; and because in 2020, there was a change in Tax Code, there were few comments pertaining the Tax Code changes. There were more positive comments from females stating that they were ‘happy’ with their jobs or ‘love’ their jobs, however some of them also were noting that while they were satisfied with their job, they were not satisfied with the salary. Because this poll took place during Coronavirus pandemic, some people lost their job, as was indicated in one of the comments: “...1,500 of employees were downsized and no one cares...”.

Ошибка! Источник ссылки не найден. below, shows the summary of the comments made by female and males respondents in two separate columns:

Table 1.

Comments Under Facebook Poll Ad Section from Females & Males

Comments (Females)	Comments (Males)
<ul style="list-style-type: none"> - Small salary - Unhappy with taxes - I love my job at the kindergarten but receive UZ\$900,000 (approximately, USD86.08 as of 6 Jan, 2021). Is it normal? - Was satisfied with my job and I like it very much, however when they changed Tax Code, it became more difficult, mainly because of the lack of explanations and support. If its difficult cases, they cannot explain it. - I am grateful that I woke up and I am healthy and alive and I love my job. - I love my job from my childhood. - I love my work and satisfied. 	<ul style="list-style-type: none"> - We lost job, 1,500 were downsized and no one cares. - incorrect question – not with job but rather with the salary. - Satisfied with job but not with taxation and governmental support - Satisfied with job but not with salary - I am not working for 6 months already, very low salary in

<ul style="list-style-type: none">- Satisfied with the job, but not with the salary.- Low salary.- Satisfied with job but not the salary.- I am in network marketing and very satisfied.- I am satisfied with my job and love it very much.- People with higher degrees receive low salaries, what can be said about simple people – they don't value labour here.- Incorrect question – do you have work and are you happy with your salary?- Job or Salary?- My son loved his job, however company was liquated and from September last year 2019, they did not pay any salary.- Taxation system became more complicated	<p>Uzbekistan it is not enough for anything.</p>
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Source: Author's finding.

Conclusion and Recommendations

The purpose of this study was to find out the overall job satisfaction level of male and female employees in Uzbekistan using Facebook poll ads option, indicated that 54% of employees in Uzbekistan were satisfied with their job, which, if compared against the study of 34 countries (Randstad Workmonitor Q4, 2019), would most likely place Uzbekistan in the bottom list just before Japan with the lowest job satisfaction score being equal to 42%. Noting the countries with the highest job satisfaction level were India (89%), Mexico (85%), and Turkey (80%), Uzbekistan has a long way to grow and develop its HRM system within various organizations focused at the improvement of the overall job satisfaction level among their employees.

There is a sufficient evidence to claim that average satisfaction rates between male and female employees were significantly different. Indeed, based on the findings, satisfaction rate among females were significantly higher than that of males, which was consistent with study findings of Toropova et al. (2021); Jadoo (2020); Amuthenu (2019); Pathak and Srivastava (2017); Zou (2015); Pandey (2014); Kessler et al. (2014); Ishitani (2010); Okpara et al., (2005). Analysis of the comments of female respondents demonstrated more positive comments about their job such as “I love my job”, compared to men, which confirms paradox of the contented female employees (Clark, 1997; Westover, 2012).

The purpose of this study was also to assess the effectiveness of the Facebook poll ads as a means for collecting data and suggest its further development to fit the needs of researchers as a way of collecting respondent data. It is evident, that it is possible to obtain qualitative information through ‘comments’ left under the Facebook Poll Ad post by the Facebook users to obtain more detailed information about the researched topic, as it can be seen users were leaving their comments under the Facebook Poll Ad despite being asked to provide a comment.

In the current study to expand the use of Facebook Poll Ads to its full capacity, research was able to run separate ads to target it at different genders; however, if the research was aimed at job satisfaction without seeking the difference between the genders, the comments would still provide an important source of information pertaining the reasons of lower or higher job satisfaction.

Limitations. This study included the novel use of Facebook Poll Ads in research as a main tool to collect binary responses from participants. One of the main limitations of Facebook Poll Ads is the inability to place more than one question in a single poll ad, making it more challenging to perform the detailed study. Another limitation of Facebook Poll Ads in research, is that demographic statistics is shown only for the targeted population, and not of those who were responding to the poll ad question; for example, age data is provided, however research is limited to check the age of the respondent and their response (e.g. there is a missing option to see at what age were the respondents who provided a respective response (yes/no) to the question). Another limitation of using Facebook Poll Ads is that data gathered from Facebook accounts whose profile (gender, age) could not be verified, thus it raises a question whether female account is indeed used by a female which creates a response bias (evidence was seen in the comment provided by a female participant who was responding that her son’s company was liquidated even though he loved his job). Similarly, we still do not know whether that female participated in a survey by clicking a ‘yes’ or ‘no’, or she just have left the comment for us to know. Another limitation is the self-reporting nature of the respondents’ answers. The generalization of the findings pertaining the gender difference in job satisfaction levels cannot be made due to number of limitations of using the Facebook Poll Ads, however, generalizations of the findings can be made about the overall level of job satisfaction in Uzbekistan due to random sampling technique used.

Other than that, Facebook Poll Ads option has a strong potential to be developed and used in studies as a low cost and effective research tool for gathering data from respondents which avoids the need for incentives and individual approach to each respondent via personal messages or posts in various groups due to its simplicity and user-friendly interface. For this, Facebook Poll Ads need to consider inclusion of several questions in a single Poll Ad Post with a swipe to the left/right option; and provide researchers with the demographic background of those who participated in the Facebook Poll Ad, which would reduce the need of asking respondents about their demographic information and save time for both respondents and researchers.

Further studies aimed at studying compensation packages at organizations of Uzbekistan is crucial, as comments revealed dissatisfaction of employees with their salary, as it could be possible that some respondents thought they were dissatisfied with their jobs because of their dissatisfaction with their compensation.

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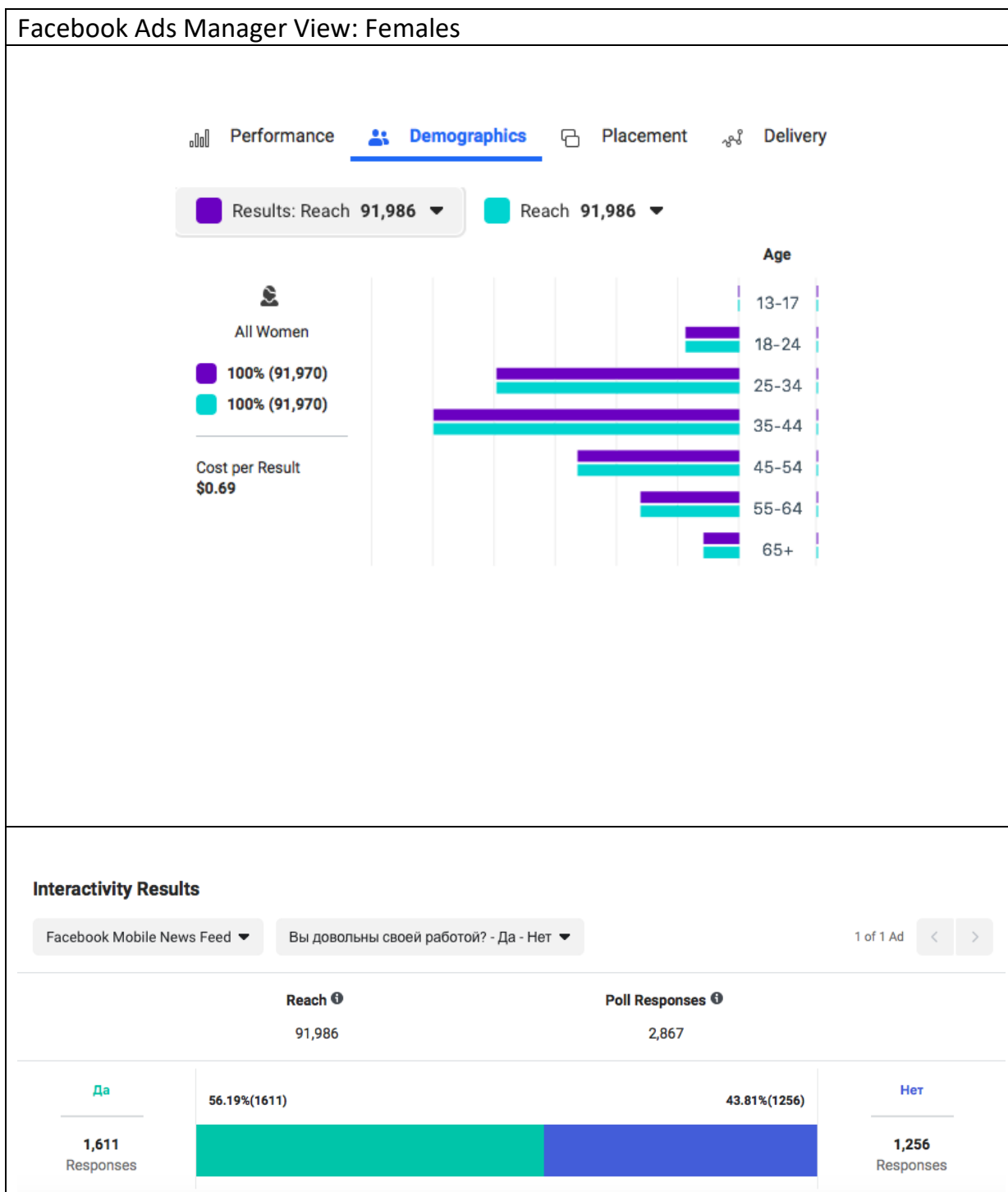
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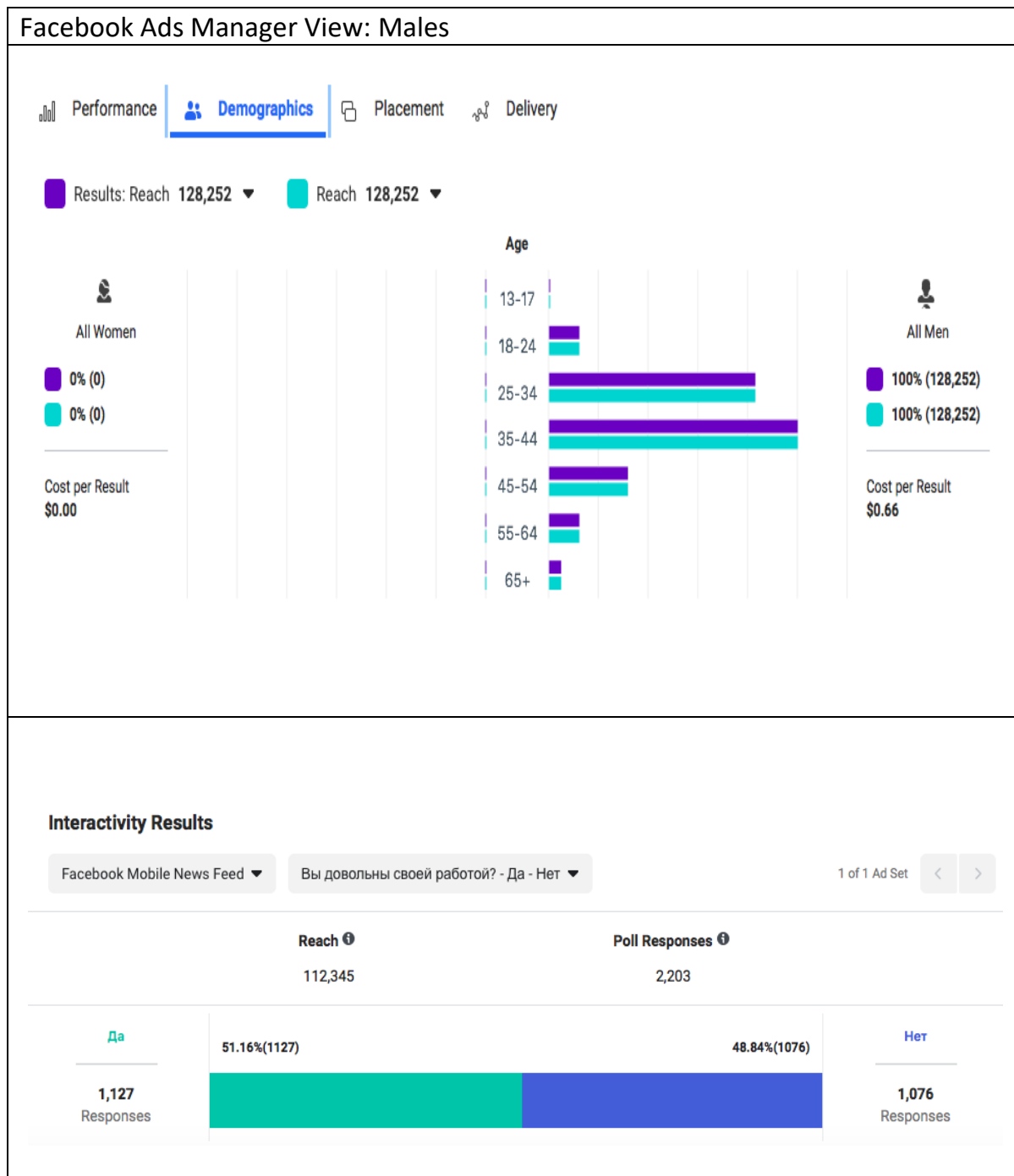
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Appendix A. Facebook Ads Manager View – Females
Source: Author’s finding.



Appendix B. Facebook Ads Manager View -Males

Source: Author’s finding.