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**The role of learning analytics in networking for business and leisure:
A study of culture and gender differences in social platform users**

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Abstract:

Engagement with social networking sites is influenced by the cognitive and learning processes which in turn is influenced by culture. This paper aims at unbundling the effect of culture on the use of social network sites and thus contributes to our understanding on the way cognitive and learning processes influence the engagement with social networks. The study of over 600 social networking users addresses how professional and leisure use of social networks differs across cultures, gender and other demographics. Firstly, by utilising ANOVA techniques we associate users' behaviour with nationality and furthermore through the use of an ordered logistics regression we delineate clusters of users by the purpose of social networking adoption and their cultural characteristics. Our study helps bridge the gap in literature on identifying how cultural traits, nationality and gender affect both business and leisure use of social networking. The implications of differences in user behaviour driven by nationality and gender warrant further need for applying learning analytics in social platforms to enhance user experience. Future directions of research on social networking in relation to cognition and culture are offered for discussion.

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