







hundreds or even thousand comments for each post. Each video post may contain number of comments around 300-8300. In dealing with the huge numbers of comments, the writer needed to take some samples. David (2011) assumed that in most study in education, a sample size recommended should embody minimal thirty cases of subjects. Accordingly, the writer determined to take the latest 35 comments by males and 35 comments by females from each 3 *vidgram* posts. Thus, the total data taken is 210. This number has exceeded the minimum number required in unknown population.

Further, the sample taken is based on purposive sampling or judgmental sampling method. According to Neuman (2012), purposive sampling is used in situations in which a researcher uses judgment in selecting cases with a specific purpose. In this case, the writer determined some criteria in selecting data which does not include anonymous user, comments dealing with advertisements, spam links, repeated comments (comments written by the same person) and mentioning comments only @ (e.g., magustiyani @boywilliam17). If these criteria are found, the writer skipped them and head to the other following comments. Besides, in dealing with the gender of commenters, the writer chose the accounts of commenters which contain real personal data to determine the gender (whether it is male or female user) who commented on the post that is by checking the accounts and noticing their profile picture, profile information, and the posts.





