



Got Facebook?

Investigating What's Social About Social Media

November 18, 2010

S. Craig Watkins, PhD, Department of Radio-Television-Film, The University of Texas at Austin

H. Erin Lee, PhD Candidate, Department of Radio-Television-Film, The University of Texas at Austin

The University of Texas at Austin
Department of Radio-Television-Film
1 University Station A0800
Austin, TX 78712

Introduction

“What do people do without Facebook?” asked Amy, a 20-year-old college junior during our interview with her. For Amy’s generation life without social media is unimaginable. Among young Americans Facebook is the preferred destination for their online social activities. Whereas engagement with Facebook four years ago was principally about connecting to a small sphere of friends the use of the platform today includes a broader range of activities, such as communicating with friends and family, collaborating on school work, browsing photos and videos, playing games and quizzes, consuming news, and participating in civic life.

Facebook recently surpassed Google as the most visited site in the United States and is one of the fastest growing social platforms around the world. According to the Facebook Data Team (2010) the more than 500 million users are quite active spending, for example, about seven hundred billion minutes a month on the site and sharing more than thirty billion pieces of content each month. But what are people really doing on Facebook and equally important, who are they doing it with? Despite young people’s robust participation in online spaces like Facebook public awareness of their social media behaviors remains clouded and misguided.

Based on data collected from a national survey, “Got Facebook? Investigating What’s Social About Social Media,” presents some of the key findings in regards to the social, cultural, and political activities that young, college-educated Facebook users engage in; the individuals and communities they interact with; and the types of media and information they share and consume within the social network site.

Our findings further allow us to address the question, What is social about social media? The proliferation of new communication technologies—laptops, smart phones, gaming devices, social network sites—compels many to argue that humans have become less social and, as a result, less interested in their friends and neighbors. Our findings suggest that Facebook is not supplanting face-to-face interactions between friends, family and colleagues. In fact, we believe there is sufficient evidence that social media afford opportunities for new expressions of friendship, intimacy, and community.

No matter if it is a wall post, a comment, or a photo, young people’s engagement with Facebook is driven, primarily, by a desire to stay connected to and involved in the lives of friends who live close by, far away, or have just entered in to their lives.

Still, there are some interesting distinctions among young Facebook users. For example, women and men use the platform but often in different ways. Women, when compared to men, are much more likely to use Facebook to communicate about or share content related to friends and family. Men, by contrast, are much more likely to communicate about or share content related to pop culture, the news, or current events.

Our study also offers comparisons and contrasts between two distinct communities of young Facebook users—current college students and recent college graduates. For most young collegians the use of a social network site is essential to navigating the social, communal, and educational aspects of campus life. For college graduates, however, the priorities, motivations,

and consequences for using social media are often different. Many of the college graduates in our survey are grappling with a widely common challenge: managing their professional and personal image as platforms like Facebook migrate into the workplace. Through an exploration of the different ways in which the two populations embrace and utilize Facebook, our study offers some insights into the complex ways young people's transition from one stage of life to the next corresponds with particular forms of social media behavior.

Demographic Info

Who are the college-educated users on Facebook?

Demographic Characteristics of Sample (Total N = 905)	
<i>Percentage of sample who are:</i>	
Educational Status	n = 905
Current college students	50.2%
Recent college graduates	49.8
Gender	n = 902
Male	38.9%
Female	61.1
Age	n = 904
18 – 25	54.5%
26 – 30	20.7
31- 35	10.5
36 – 40	6.9
41 – 60	7.4
Race/Ethnicity	n = 901
White	69.3%
Black or African American	12.9
Latino or Hispanic	6.9
Asian or Asian American	6.1
Other ^a	4.9

Note: ^a includes American Indians, Alaska Natives, Hawaii Natives, Pacific Islanders, and multiracial individuals.

Demographic Characteristics of Sample by Educational Status								
College Students (N = 454)								
	<u>Current Year</u>	n = 451	<u>Gender</u>	n = 452	<u>Age</u>	n = 453	<u>Race/ Ethnicity</u>	n = 452
	First	29.3%	Male	40.9%	18 - 25	68.2%	White	66.2%
	Second	18.0	Female	59.1	26 - 30	10.8	Black	15.9
	Third	20.0			31 - 35	8.6	Latino	6.0
	Fourth	18.4			36 - 40	4.9	Asian	6.4
	Fifth or more	14.4			41 - 60	7.5	Other	5.5
College Graduates (N = 451)								
	<u>Graduation Year</u>	n = 429	<u>Gender</u>	n = 450	<u>Age</u>	n = 451	<u>Race/ Ethnicity</u>	n = 449
	2005	21.2%	Male	36.9%	18 - 25	40.8%	White	72.4%
	2006	17.2	Female	63.1	26 - 30	30.6	Black	9.8
	2007	19.6			31 - 35	12.4	Latino	7.8
	2008	24.2			36 - 40	8.9	Asian	5.8
	2009	17.7			41 - 60	7.3	Other	4.2

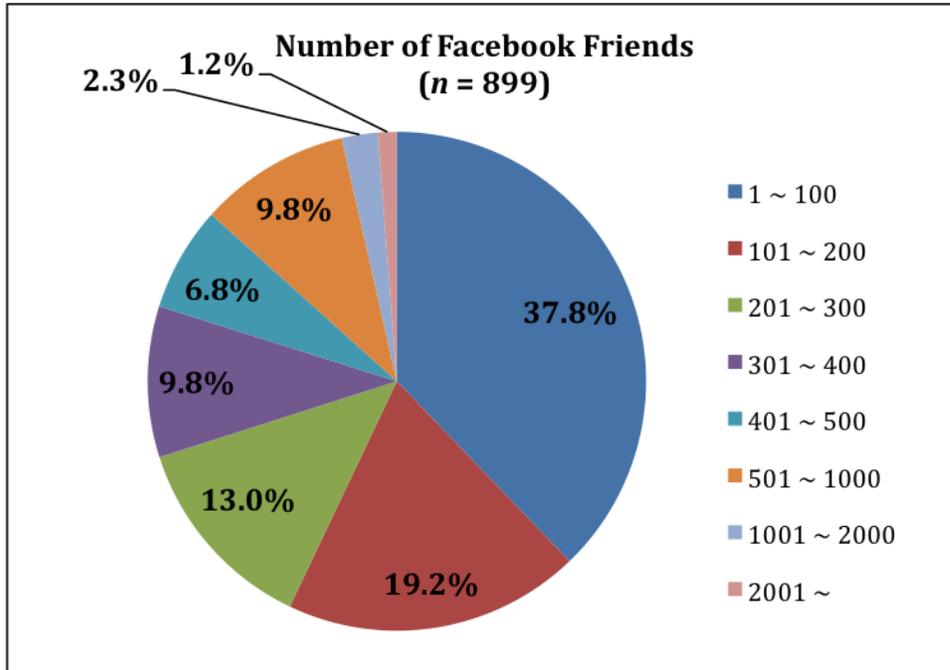
Summary of Findings

Age at which one began using Facebook

- The average age at which our respondents began using Facebook is 22.69.
- There is a significant difference between the average age for current college students ($M = 21.33$, $Mdn = 18.00$) and recent college graduates ($M = 24.06$, $Mdn = 24.00$).
 - The higher age at which college graduates started Facebook reflects the relatively young history of the website and the fact that it was still at its introductory stage when the older populations of our sample were in college.
 - 50.2% of our sample of students started using Facebook between the ages of 14 and 18, suggesting that roughly half of our college student respondents were introduced to Facebook during high school while the other half started using the site after they started college.
 - 54.6% of our college graduate respondents started using Facebook while they were a college student, while the other 45.4% initiated their social networking after they graduated from college.

Number of Facebook Friends

- The number of friends that one has on Facebook ranges from 1 to 10599. The average number of friends that our respondents has is 304.64 (*Mdn* = 170.00).
 - When excluding the 1% of our sample that report having 2001 or more friends, the average number of Facebook friends lowers to 253.86 (*Mdn* = 165.00).
- About 38% of our sample have somewhere between 1 and 100 friends, while about half (48.8%) have somewhere between 101 and 500 friends.



- When excluding the outliers who report having more than 2,000 friends, our analysis shows that students (*M*=272.07) tend to have a larger number of friends than graduates do (*M*=235.48).*

Sharing of Personal Information

Over the last year Facebook has come under intense scrutiny concerning its privacy policies. Our sample of college-educated Facebook users are relatively open to sharing personal information on their profiles. However, personal information that is more controversial is less likely to be shared than information that is politically neutral.

- Of the personal information that one is able to share on their Facebook profile, our respondents are most likely to share their “relationship status,” with the majority reporting that they share this information. A large number also share information on their “favorite media,” including information about their favorite books, TV shows, movies, etc.
- Less than half of our respondents report that they list their “religious views” and “political views” on their Facebook profiles.
- Compared to college graduates, students are more likely to list their political and religious views, suggesting that as users move from college to the professional world they are less likely to share personal information that may be perceived as controversial.

Sharing of Personal Information			
	Total (N = 905)	Students (n = 454)	Graduates (n = 451)
Political Views ^{*1}	40%	42.7%	37.3%
Religious Views ^{**}	46.1	49.6	42.6
Favorite Media	72.3	74.2	70.3
Relationship Status	83.6	83.7	83.6

¹ Note on asterisks: *, **, *** indicate that the relationships between the two variables being reported are statistically significant at <.10, <.05, <.01, respectively.

Sharing of Personal Information: The Difference Gender Makes

- Compared to female students, males are more likely to list their political and religious views.
- Compared to other racial/ethnic groups, those who identify themselves as “Other” are more likely to list their religious views.

Sharing of Personal Information (Began using Facebook at age 17 or younger)										
	Total N=905	Gender		Race/Ethnicity					Educational Status	
		Male n=351	Female n=551	White n=624	Black n=116	Latino n=62	Asian n=56	Other n=44	Student n=452	Graduate n=447
Political Views	40%	***48.7%	34.5%	42.1%	33.6%	35.5%	30.9%	45.5%	*42.7%	37.3%
Religious Views	46.1	**51.0	42.8	***45.5	47.4	40.3	36.4	70.5	**49.6	42.6
Favorite Media	72.3	73.8	71.3	72.4	72.4	71.0	70.9	72.7	74.2	70.3
Relationship Status	83.6	84.3	83.5	15.1	19.0	24.2	12.7	15.9	83.7	83.6

Login Frequency

Facebook is a regular activity that makes up the daily routine of college-educated Facebook users.

- 78.8% of our respondents report that they log into Facebook on a daily basis.
- 62.6% of these daily users log in several times a day and with the spread of applications like Facebook mobile are likely to be connected to the site throughout the day.
- A greater proportion of students (81.5%) log into Facebook on a daily basis than college graduates (76.1%). Graduates are more likely than students to log in on a weekly or monthly basis.
- Among the daily users, students are more likely to log in “three or more times a day” than graduates, whereas graduates are more likely than students to log in “about once a day.”

Frequency of FB Login ***			
	Total (N=902)	Students (n=454)	Graduates (n=448)
Three or more times a day	49.3%	55.3%	43.3%
About once a day	29.5	26.2	32.8
Every few days a week	11.0	9.9	12.1
Once a week	4.7	3.3	6.0
Every few weeks	3.2	3.5	2.9
Every few months or less	1.9	0.9	2.9
Never	0.4	0.9	0.0

- When asked to rate their level of agreement to the statement, “I wish I could spend less time on Facebook than I currently do,” only about 20% of their respondents report that they agree or strongly agree. About 40% report that they disagree or strongly disagree, suggesting that the majority of our respondents either are content with their current level of time spent on Facebook or would not mind spending more time on the site.

“I wish I could spend less time on Facebook than I currently do.” **			
	Total (N = 897)	Students (n = 451)	Graduates (n = 446)
Strongly agree or agree	19.2%	22.8%	15.5%
Neither agree nor disagree	42.1	41.0	43.3
Disagree or strongly disagree	38.7	36.1	41.3

Top 3 Facebook Activities

College-educated Facebook users most often engage in activities that facilitate direct communication with their friends.

- When asked to choose the top three activities most engaged in on Facebook, about two thirds of our respondents ranked “Posting status updates” and “Posting comments or likes.” More than half ranked “Posting messages, links, or some other content to friends’ profiles” as one of their top three activities.
- Beyond the posting of photos, activities involving the posting of media such as videos and news articles are least likely to be ranked as a frequented Facebook activity.
- Beyond the posting of photos, the five most popular activities are those that take place solely within the Facebook site, without having to navigate between Facebook and external websites or between Facebook and one’s computer drive.
- In general, students and graduates do not differ in the activities they most often engage in on Facebook.
 - The only difference is found in the posting of links regarding current events and news—students are more likely to identify it as a Top 3 Facebook activity than graduates.

Top Facebook Activities			
<i>Percentage of users ranking each activity as one of the 3 activities they most often engage in on Facebook:</i>	Total (N = 905)	Students (n = 454)	Graduates (n = 451)
Posting status updates to my profile	66.3%	66.7%	65.9%
Posting comments/likes to my profile	60.0	60.6	59.4
Posting messages and other content to friends' profiles	49.6	52.0	47.2
Posting photos to my profile	41.9	39.2	44.6
Using third-party applications (ex. games, quizzes)	31.8	33.5	30.2
Posting links to current events/news on my profile*	9.7	11.5	8.0
Posting videos to my profile	6.2	6.6	5.8
Posting links to pop culture/entertainment on my profile	4.4	5.3	3.5
Creating events and extending invitations	3.9	4.4	3.3

What Do Young Men and Women Do On Facebook? Top 3 Facebook Activities

- Among the men and women who began using Facebook when they were seventeen or younger there are many differences in the top activities they engage in.
- Women are more likely to do things such as post comments and “likes” to their profile, suggesting a greater tendency than men to engage in personal communication.
- Women are much more likely than men to post photos to their profiles. Photos are an important way to share fun and important personal experiences with friends as well as build and maintain an online identity.
- Men tend to use Facebook more than women to post links to current events and news-related topics.
- Men are significantly more likely than women to post videos to their Facebook profile.

Top Facebook Activities (Began using Facebook at age 17 or younger)										
Percentage of users ranking each activity as one of the 3 activities they most often engage in on Facebook:	Total N=905	Gender		Race/Ethnicity					Educational Status	
		Male n=351	Female n=551	White n=624	Black n=116	Latino n=62	Asian n=55	Other n=44	Student n=454	Graduate n=451
Posting status updates to my profile	66.3%	65.0%	67.3%	67.6%	68.1%	58.1%	58.2%	65.9%	66.7%	65.9%
Posting comments/likes to my profile	60.0	** 55.6	62.8	62.5	50.9	58.1	54.5	56.8	60.6	59.4
Posting messages and other content to friends' profiles	49.6	48.4	50.5	48.9	49.1	50.0	54.5	56.8	52.0	47.2
Posting photos to my profile	41.9	** 37.6	44.5	39.4	46.6	46.8	41.8	54.5	39.2	44.6
Using third-party applications (ex. games, quizzes)	31.8	30.2	33.0	* 36.1	23.3	30.6	18.2	15.9	33.5	30.2
Posting links to current events/news on my profile	9.7	** 12.5	7.6	8.3	12.1	11.3	5.5	22.7	* 11.5	8.0
Posting videos to my profile	6.2	*** 11.1	3.1	3.7	14.7	9.7	16.4	2.3	6.6	5.8
Posting links to pop culture/entertainment on my profile	4.4	*** 6.8	2.9	3.4	6.9	9.7	7.3	2.3	5.3	3.5
Creating events and extending invitations	3.9	3.1	4.4	* 3.2	6.0	3.2	5.5	6.8	4.4	3.3

Who Do Young People Communication With?

Four years ago the answer to that question would have been simple: college students largely used Facebook to connect to each other. Today, social media is used to connect with friends who live near by or far away, family, classmates, and even work colleagues.

- In the age of Facebook, “out of sight no longer means out of mind.” Our respondents evaluate their communication with friends who live far away in different states or countries as the most important type of communication they engage in on Facebook.
- Friends and family who live in the same city are considered the second most important target of communication within Facebook. The Facebook/Family connection highlights the wider range of people—parents, aunts, uncles—that young people communicate with through social media.
- About 62% of students consider Facebook communication with their “Classmates” to be very or fairly important, while only about 43% of college graduates who work consider Facebook communication with their “Colleagues” to be of such importance.
- Beyond this difference in perceived importance of formal relationships, there are no significant differences between students and graduates in terms of the amount of importance each group assigns to communication with friends, family, or new acquaintances.

Importance of Communication with Acquaintances on FB: Friends who live in a different state or country			
	Total (n=883)	Students (n=443)	Graduates (n=440)
Very important	47.1%	44.9%	49.3%
Fairly important	28.2	29.8	26.6
Neutral	17.2	16.7	17.7
Not so important	5.1	6.5	3.6
Not at all important	2.4	2.0	2.7

Importance of Communication with Acquaintances on FB: Friends who live near you in the same city			
	Total (n=893)	Students (n=449)	Graduates (n=444)
Very important	27.7%	30.3%	25.0%
Fairly important	37.5	35.2	39.9
Neutral	20.8	21.4	20.3
Not so important	9.7	8.5	11.0
Not at all important	4.3	4.7	3.8

Importance of Communication with Acquaintances on FB: Family			
	Total (n=866)	Students (n=429)	Graduates (n=437)
Very important	35.0%	35.9%	34.1%
Fairly important	26.3	24.7	27.9
Neutral	22.7	23.3	22.2
Not so important	11.7	11.2	12.1
Not at all important	4.3	4.9	3.7

Importance of Communication with Acquaintances on FB: Classmates	
	Students (n=441)
Very important	27.9%
Fairly important	34.2
Neutral	22.7
Not so important	10.7
Not at all important	4.5

Importance of Communication with Acquaintances on FB: Work Colleagues	
	Graduates (n=303)
Very important	13.9%
Fairly important	29.7
Neutral	25.7
Not so important	17.5
Not at all important	13.2

Who Do Young People Communicate with? The Difference Gender Makes

- Both men and women believe that it is important to communicate with friends who live in the same city as they do. However, women are more likely than men to also report that it is important to communicate with friends who live in a different state or country.
- Women are much more likely than men to believe communicating with family on Facebook is important.

Importance of Communication with Acquaintances on FB: Friends who live near you in the same city (Began using Facebook at age 17 or younger)										
	Total N=893	Gender		Race/Ethnicity					Educational Status	
		Male n=347	Female n=544	White n=620	Black n=114	Latino n=59	Asian n=53	Other n=44	Student n=449	Graduate n=444
Very important	27.7%	28.5%	27.2%	28.5%	28.1%	22.0%	28.3%	20.5%	30.3%	25.0%
Fairly important	37.5	35.7	38.4	39.0	22.8	40.7	37.7	47.7	35.2	39.9
Neutral	20.8	22.8	19.7	19.0	29.8	18.6	24.5	22.7	21.4	20.3
Not so important	9.7	8.6	10.5	9.5	11.4	11.9	9.4	6.8	8.5	11.0
Not at all important	4.3	4.3	4.2	3.9	7.9	6.8	0.0	2.3	2.0	2.7

Importance of Communication with Acquaintances on FB: Friends who live in a different state or country (Began using Facebook at age 17 or younger)										
	Total N=883	Gender ^{***}		Race/Ethnicity					Educational Status	
		Male n=343	Female n=538	White n=610	Black n=113	Latino n=59	Asian n=54	Other n=44	Student n=443	Graduate n=440
Very important	47.1%	34.7%	55.0%	49.0%	41.6%	47.5%	33.3%	52.3%	44.9%	49.3%
Fairly important	28.2	32.4	25.5	28.9	23.9	25.4	27.8	34.1	29.8	26.6
Neutral	17.2	22.4	13.9	15.6	25.7	13.6	29.6	22.7	16.7	17.7
Not so important	5.1	7.3	3.7	4.6	5.3	6.8	7.4	6.8	6.5	3.6
Not at all important	2.4	3.2	1.9	2.0	3.5	6.8	1.9	0.0	2.0	2.7

Importance of Communication with Acquaintances on FB: Family (Began using Facebook at age 17 or younger)										
	Total N=866	Gender ^{***}		Race/Ethnicity					Educational Status	
		Male n=333	Female n=531	White n=603	Black n=109	Latino n=56	Asian n=51	Other n=44	Student n=429	Graduate n=437
Very important	35.0%	26.4%	40.3%	34.3%	35.8%	35.7%	29.4%	47.7%	35.9%	34.1%
Fairly important	26.3	24.9	27.3	28.9	25.7	19.6	11.8	18.2	24.7	27.9
Neutral	22.7	28.5	19.0	20.7	25.7	25.0	33.3	27.3	23.3	22.2
Not so important	11.7	13.2	10.7	11.9	8.3	14.3	19.6	4.5	11.2	12.1
Not at all important	4.3	6.9	2.6	4.1	4.6	5.4	5.9	2.3	4.9	3.7

Facebook Posts

College-educated Facebook users are most likely to post content about the informal and relational aspects of their lives.

- Our respondents are most likely to post content about their friends.
- About 65% of students report that they are likely or very likely to post content about “School,” while 50% of graduates who work say that are as likely to post about “Work.”

Content of FB Posts: Friends			
	Total (n=862)	Students (n=434)	Graduates (n=428)
Very likely	29.8%	31.1%	28.5%
Likely	38.4	36.4	40.4
Neutral	21.5	22.8	20.1
Unlikely	6.5	6.7	6.3
Very unlikely	3.8	3.0	4.7

Content of FB Posts: Family			
	Total (n=858)	Students (n=435)	Graduates (n=423)
Very likely	22.4%	21.6%	23.2%
Likely	30.8	29.4	32.2
Neutral	24.8	26.0	23.6
Unlikely	14.2	14.7	13.7
Very unlikely	7.8	8.3	7.3

Content of FB Posts: Pop culture or entertainment			
	Total (n=849)	Students (n=430)	Graduates (n=419)
Very likely	22.0%	23.3%	20.8%
Likely	27.0	24.4	29.6
Neutral	25.4	25.6	25.3
Unlikely	14.8	15.8	13.8
Very unlikely	10.7	10.9	10.5

Content of FB Posts: School	
	Students (<i>n</i> = 435)
Very likely	26.2%
Likely	38.4
Neutral	17.9
Unlikely	10.3
Very unlikely	7.1

Content of FB Posts: Work ^a			
	Total (<i>N</i> = 480)	Students (<i>n</i> = 181)	Graduates (<i>n</i> = 299)
Very likely	16.3%	16.6%	16.1%
Likely	32.5	30.4	33.8
Neutral	25.4	25.4	25.4
Unlikely	14.8	16.0	14.0
Very unlikely	11.0	11.6	10.7
Note: ^a The total of those who work part-time or full-time only.			

Events

Overall, creating events is not a popular activity among college-educated Facebook users. When the feature is used, it is most likely used to organize social gatherings with friends.

- Only 32.8% of our respondents report that they create events or send out invitations on Facebook.
- Neither students nor graduates are more likely to create events.
- Among users who do create events, “Social gatherings with friends,” such as parties, happy hours, movie dates, and dinner dates, are the most popular type of events created. Even as social media is accused of making young people anti-social they often use the site to arrange face-to-face social interactions with friends.
- The use of Facebook to create informal, social events such as “Social gatherings for friends” and “Family-based events,” such holiday gatherings and vacations, are more popular activities among graduates than among students.
- Among students only, 26.4% and 49.7% report that invitations involving “School-related meetings” and “Organizational/Group meetings” (such as student organization or sorority/fraternity meetings), respectively, are one of their Top 2 most created invitations/events.
- Among graduates who work, only 5.9% report that invitations involving “Work-related meetings” are among the Top 2 invitations/events they create.

Top Events Created			
<i>Percentage of event-creating FB users who rank the following as one of the Top 2 events they create:</i>	Total (n=297)	Students (n=138)	Graduates (n=159)
Social gatherings with friends*	86.9%	83.6%	90.6%
Family-based events***	36.0	24.5	49.3
Organizational/Group meetings	-	49.7	-
School-related meetings	-	26.4	-
<i>Percentage among those who work:</i>	Total (n=101)	Students (n=86)	Graduates (n=187)
Work-related meetings	5.9%	5.8%	5.9%

Photos

Posting photos is a common Facebook activity among college-educated users.

- 86.9% of our respondents report that they post photos on Facebook.
- Neither students nor graduates are more likely to post photos.
- However, posting photos is rarely a frequented activity. Less than 20% post photos on a weekly basis or more frequently.
- Students are more likely than graduates to post photos on a daily or weekly basis, whereas graduates are more likely than students to post photos on a monthly basis or less frequently.

Frequency of Posting Photos**			
<i>Percentage of photo-posting FB users who post photos:</i>	Total (n=787)	Students (n=401)	Graduates (n=386)
Three or more times a day	2.3%	3.5%	1.0%
About once a day	2.3	2.7	1.8
Every few days a week	5.5	7.2	3.6
Once a week	7.2	8.0	6.5
Every few weeks	34.2	33.2	35.2
Every few months or less	48.5	45.4	51.8

- Photos of “Social gatherings with friends” are the most popular type of photos that are posted on Facebook, followed by “Family-based events.”
- In general, graduates and students tend to post photos of similar nature. But graduates are significantly more likely to post photos of “Family-based events” than students.

Top Photos Posted			
<i>Percentage of photo-posting FB users who rank the following as one of the Top 2 photos they post:</i>	Total (n=787)	Students (n=401)	Graduates (n=386)
Social gatherings with friends	76.0%	77.8%	74.1%
Family-based events**	54.5	50.6	58.5
Personal interests (ex. hobbies, animals, scenery)	32.4	32.9	31.9
Cultural events (ex. concerts, sporting events)	17.0	17.7	16.3
News, political or current events	1.4	1.0	1.8
Other	2.5	3.2	1.8
<i>Percentage among those who work:</i>	Total (n=459)	Students (n=176)	Graduates (n=283)
Work-related meetings	6.3%	7.4%	5.7%

Photos: Women are more engaged with photos than men

- Among men and women who began using Facebook at age seventeen or younger, both prefer posting photos that capture social gatherings with friends.
- Women are significantly more likely than men to post photos of family-based events. By contrast, men are more likely to post photos connected to their personal interests (ex. Hobbies, animals, scenery)

Frequency of Posting Photos (Began using Facebook at age 17 or younger)										
Percentage of photo-posting FB users who post photos:	Total N=787	Gender **		Race/Ethnicity **					Educational Status **	
		Male n=298	Female n=488	White n=548	Black n=102	Latino n=51	Asian n=42	Other n=42	Student n=401	Graduate n=386
Three or more times a day	2.3%	3.4%	1.6%	1.6%	2.9%	2.0%	9.5%	2.4%	3.5%	1.0%
About once a day	2.3	3.4	1.6	1.8	2.9	7.8	2.4	0.0	2.7	1.8
Every few days a week	5.5	8.1	3.9	4.4	5.9	7.8	7.1	14.3	7.2	3.6
Once a week	7.2	7.0	7.4	6.6	10.8	7.8	7.1	7.1	8.0	6.5
Every few weeks	34.2	31.2	35.9	36.5	23.5	37.3	31.0	26.2	33.2	35.2
Every few months or less	48.5	47.0	49.6	49.1	53.9	37.3	42.9	50.0	45.4	51.8

Top Photos Posted (Began using Facebook at age 17 or younger)										
Percentage of photo-posting FB users who post photos:	Total N=787	Gender		Race/Ethnicity					Educational Status	
		Male n=298	Female n=488	White n=548	Black n=102	Latino n=51	Asian n=42	Other n=42	Student n=401	Graduate n=386
Social gatherings with friends	76.0%	74.2%	77.3%	76.3%	77.5%	72.5%	81.0%	69.0%	77.8%	74.1%
Family-based events	54.5	***41.9	62.1	54.9	54.9	52.9	45.2	59.5	**50.6	58.5
Personal interests (ex. hobbies, animals, scenery)	32.4	***38.6	28.5	32.5	28.4	33.3	33.3	35.7	32.9	31.9
Cultural events (ex. concerts, sporting events)	17.0	19.5	15.6	18.2	14.7	17.6	14.3	9.5	17.7	16.3
News, political or current events	1.4	*2.3	0.8	1.5	1.0	0.0	0.0	4.8	1.0	1.8
Other	2.5	3.7	1.8	2.6	2.9	2.0	2.4	2.4	3.2	1.8
Percentage among those who work:	N=459	n=170	n=289	n=326	n=63	n=26	n=21	n=22	n=176	n=283
Work-related meetings	6.3%	***10.6%	3.8%	4.9%	12.7%	7.7%	9.5%	4.5%	7.4%	5.7%

Videos

Compared to posting photos, the posting of videos is an activity that is not frequently engaged in within Facebook among college-educated users.

- 24.4% of our respondents report that they post videos on Facebook.
- 29.0% of students post videos to Facebook, whereas 19.7% of graduates do so.
- The small number of users who post videos post on a relatively frequent level, with approximately 78% posting daily or every few days a week.
- Neither students nor graduates are more likely to post videos on a more frequent level.

Frequency of Posting Videos			
<i>Percentage of video-posting FB users who post videos:</i>	Total (n=221)	Students (n=132)	Graduates (n=89)
Three or more times a day	0.5%	0.8%	0%
About once a day	65.6	63.6	68.5
Every few days a week	12.2	12.9	11.2
Once a week	8.6	8.3	9.0
Every few weeks	8.6	7.6	10.1
Every few months or less	4.5	6.8	1.1

- As with photos, the most popular type of videos involve “Social gatherings with friends.”
- As with photos, graduates (39.3%) are more likely to post videos of “Family-based events” than students are (28.5%).

Top Videos Posted			
<i>Percentage of video-posting FB users who rank the following as one of the Top 2 videos they post:</i>	Total (n=221)	Students (n=132)	Graduates (n=89)
Social gatherings with friends	48.4%	50.0%	46.1%
Popular online video clips	41.6	41.7	41.6
Pop culture	37.1	37.9	36.0
Family-based events**	31.7	26.5	39.3
News, political or current events	10.0	10.6	9.0
Other	8.6	8.3	9.0
<i>Percentage among those who work:</i>	Total (n=127)	Students (n=64)	Graduates (n=63)
Work-related events	11.0%	14.1%	7.9%

Videos

- For many users, Facebook has become a popular platform for sharing links to a variety of videos about friendly gatherings, pop culture, family events, news or political events.
- Among the men and women who began using Facebook at age seventeen or younger, women are much more likely to post a video about once a day.
- While women are more likely to post videos of social gathering with friends than men, the opposite is true when it comes to posting work-related videos suggesting that when it comes to videos women tend to place an emphasis on friendship-oriented content whereas men are more likely than women to share work-related videos.

Frequency of Posting Videos (Began using Facebook at age 17 or younger)										
Percentage of video-posting FB users who post videos:	Total N=221	Gender ***		Race/Ethnicity ***					Educational Status	
		Male n=109	Female n=112	White n=138	Black n=30	Latino n=20	Asian n=15	Other n=18	Student n=132	Graduate n=89
Three or more times a day	0.5%	0.9%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.8%	0%
About once a day	65.6	52.3	78.6	71.7	63.3	45.0	40.0	66.7	63.6	68.5
Every few days a week	12.2	15.6	8.9	9.4	10.0	15.0	33.3	16.7	12.9	11.2
Once a week	8.6	14.7	2.7	6.5	13.3	25.0	0.0	5.6	8.3	9.0
Every few weeks	8.6	11.9	5.4	9.4	3.3	0.0	26.7	5.6	7.6	10.1
Every few months or less	4.5	4.6	4.5	2.9	6.7	15.0	0.0	5.6	6.8	1.1

Top Videos Posted (Began using Facebook at age 17 or younger)										
Percentage of video-posting FB users who rank the following as one of the Top 2 videos they post:	Total N=221	Gender		Race/Ethnicity					Educational Status	
		Male n=109	Female n=112	White n=138	Black n=30	Latino n=20	Asian n=15	Other n=18	Student n=132	Graduate n=89
Social gatherings with friends	48.4%	***42.2%	54.4%	53.6%	33.3%	50.0%	40.0%	38.9%	50.0%	46.1%
Popular online video clips	41.6	41.3	42.0	42.0	43.3	35.0	53.3	33.3	41.7	41.6
Pop culture	37.1	39.4	34.8	34.1	36.7	50.0	46.7	38.9	37.9	36.0
Family-based events	31.7	32.1	31.3	34.1	26.7	25.0	20.0	38.9	**26.5	39.3
News, political or current events	10.0	10.1	9.8	9.4	16.7	15.0	0.0	5.6	10.6	9.0
Other	8.6	9.2	8.0	8.0	10.0	10.0	6.7	11.1	8.3	9.0
Percentage among those who work:	N=127	n=63	n=64	n=83	n=19	n=7	n=6	n=12	n=64	n=63
Work-related events	11.0%	***19.0%	3.1%	6.0%	21.1%	14.3%	50.0%	8.3%	14.1%	7.9%

Games and Quizzes

Facebook has evolved into a social gaming platform. Games and quizzes, most likely to be third-party applications, are enjoyed by a large number of college-educated Facebook users on a daily basis.

- 58.2% of our sample report that they are likely to play a game or take a quiz on a typical day, whereas 32.6% say they are not likely to do so.
- 52.1% of graduates report that they are likely to play games and take quizzes on a typical day, while 44.4% of students report the same.

Likelihood of Playing Games or Taking Quizzes**			
	Total (n=899)	Students (n=451)	Graduates (n=448)
Very likely	24.2%	25.1%	23.4%
Likely	24.0	27.1	21.0
Neutral	18.1	17.5	18.8
Unlikely	17.5	17.7	17.2
Very unlikely	16.1	12.6	19.6

Facebook in Everyday Life

Use of Facebook at School and at Work			
	Agree	Neutral	Disagree
Students (N=451)			
Even when it's not school related, I regularly use Facebook while I am in class.	30.4%	16.6%	53.0%
I use Facebook to help me with schoolwork.	13.1	22.2	64.7
Graduates (N=442)			
Even when it's not work related, I regularly use Facebook while at work.	33.3	18.1	48.6
I use Facebook to help me accomplish more at work.	12.2	22.3	65.5
I use Facebook to increase my professional contacts.	26.5	24.4	49.1

Changes in Facebook Use after High-School

- In the transition from high school to college, changes in Facebook use are sharp. Students share more personal information and friend more people, but don't spend more time on the site.

Changes in Facebook Use after High-School, Current Students (N=283)			
"Since I started college, _____ than I did in high-school"	Agree	Neutral	Disagree
I share more information about myself on Facebook	47.6%	23.3%	29.1%
I share more links about news and current events on Facebook	29.5	23.7	46.9
I share more photos on Facebook	56.2	18.1	25.7
I friend more people on Facebook	66.4	16.4	17.3
I spend more time on Facebook	19.8	14.5	65.6

Changes in Facebook Use after College

- In the transition from college to work, changes in Facebook use are not as great. Graduates, for example, are not likely to share more personal information or friend more people. They do report spending a bit more time on the site.

Changes in Facebook Use after College, Recent Graduates (N=226)			
"Since I graduated from college, _____"	Agree	Neutral	Disagree
I share more information about myself on Facebook.	34.0%	26.9%	39.1%
I share more links about news and current events on Facebook.	25.2	29.4	45.4
I share more photos on Facebook.	38.7	26.5	34.9
I friend more people on Facebook.	36.7	22.8	40.5
I spend more time on Facebook.	41.2	22.3	36.6

Findings on News and Civic Participation

Daily News Consumption

When asked about their news consumption, less than half of our college-educated Facebook users say that they need the news on a daily basis. Nevertheless, more users agree than disagree that they need the news every day.

- When asked about their level of agreement with the statement, “I need to get the news every day,” 45.5% of our sample report that they either strongly agree or agree, while 26.9% report that they either strongly disagree or disagree.
- Gender is significantly related to the level of agreement with the statement. Among our respondents, men are more likely than women to agree that they need to get the news on a daily basis.
- One’s educational status, whether one is a current college student or recent college graduate, is significantly related to one’s level of agreement with the statement. Among our respondents, students are more likely than graduates to agree that they need to get the news on a daily basis.
- Neither race/ethnicity nor student status—whether one is a lower classmen (first or second year) or upper classmen (third year or higher)—is significantly related to level of agreement with the statement.
- Among those who were qualified to vote in the 2008 Presidential Election, those who did vote are more likely than those who did not vote to agree that they need to get the news every day, whereas those who did not vote are more likely than those who did to disagree.

“I need to get the news every day”, by Vote***		
	Did you vote in 2008 Presidential Election?	
	Yes n=630	No n=169
Strongly agree or agree	49.8%	33.7%
Neither agree nor disagree	25.6	27.8
Disagree or strongly disagree	24.6	38.5

"I need to get the news every day, " by Demographic Characteristic												
	Total N=899	Gender **		Race/Ethnicity					Educational Status **		Student Status	
		Male n=349	Female n=549	White n=622	Black n=115	Latino n=62	Asian n=54	Other n=44	Student n=452	Graduate n=447	1~2 yrs n=212	3~ yrs n=239
Strongly agree or agree	45.5%	51.0%	41.9%	45.7%	37.4%	48.4%	48.1%	54.5%	41.2%	49.9%	38.2%	43.1%
Neither agree nor disagree	27.6	24.4	29.7	25.9	33.9	27.4	37.0	25.0	31.6	23.5	34.0	30.1
Disagree or strongly disagree	26.9	24.6	28.4	28.5	28.7	24.2	14.8	20.5	27.2	26.6	27.8	26.8

News Sources

College-educated Facebook users get their news from both online and offline news sources. Despite recent concerns regarding the rapid expansion of online news sources and their impact on established, offline news sources, our research shows that many college-educated Facebook users still frequently rely upon the more traditional sources of news and turn to these sources more frequently than news sources online.

- When looking at news sources used on a daily basis, local TV news is the most popular medium followed by national or cable TV news and the radio.
- One-third report that they use online news sources (including online sites for newspapers, magazines, and TV news shows that have offline counterparts) on a daily basis, which is less than those who report that they turn to TV or radio for news on a daily basis.
- The least popular news sources are blogs and online news aggregators, such as Google Reader, Digg, Delicious. About half say that they “Never” use news aggregators, and 43% say that they “Never” use blogs for the news.

Frequency of Facebook Users' Use of Different News Sources						
		Once to several times a day	Once to several days a week	Once every few weeks or less	Never	N (100%)
Offline News Sources	Local TV news	40.8%	29.9%	20.7%	8.6%	900
	National/Cable TV news	35.4	31.2	21.5	11.9	900
	Radio	33.1	31.6	19.7	15.6	899
	Newspapers	20.9	36.8	26.4	15.9	895
Online News Sources	News websites	33.0	32.1	20.6	14.3	897
	Blogs	11.9	20.5	24.6	43.0	894
	News aggregators	12.6	19.0	19.9	48.5	897
	Facebook news links	18.5	32.3	28.0	21.2	899

- Overall, one's frequency of using offline news sources (collectively) and one's level of agreement with the statement, “I need to get the news every day,” positively correlates with one's frequency of using online news sources (collectively).
- The frequency of using ‘offline’ news sources increases with age, while the frequency of using ‘online’ news sources does not significantly differ across age.
- Comparisons across gender show that, on a daily basis, men are more likely than women to get their news from national or cable TV shows (42.7% : 30.7%), offline newspapers (25.1% : 18.1%), and most online news sources—news websites (40.8% : 28.1%), blogs (15.6% : 9.5%), and news aggregators (17.2% : 9.7%). Meanwhile,

women are more likely than men to “never” get their news from the stated news sources.

- One’s race/ethnicity is somewhat related to whether one uses specific news sources on a daily basis or not.
 - Those classified as “Other”—which include those who identify themselves as American Indians, Alaska Natives, Hawaii Natives, Pacific Islanders, and multiracial individuals Latinos/Hispanics—are more likely than other racial/ethnic groups to get their news from local TV news, national/cable TV news, and news links posted on Facebook profiles on a daily basis.
 - Asians/Asian-Americans and Latinos/Hispanics are more likely than the other three groups to get their news from online newspapers, magazines, or TV news websites on a daily basis.
 - Blacks/African-Americans are more likely than the other four groups to get their news from blogs on a daily basis.

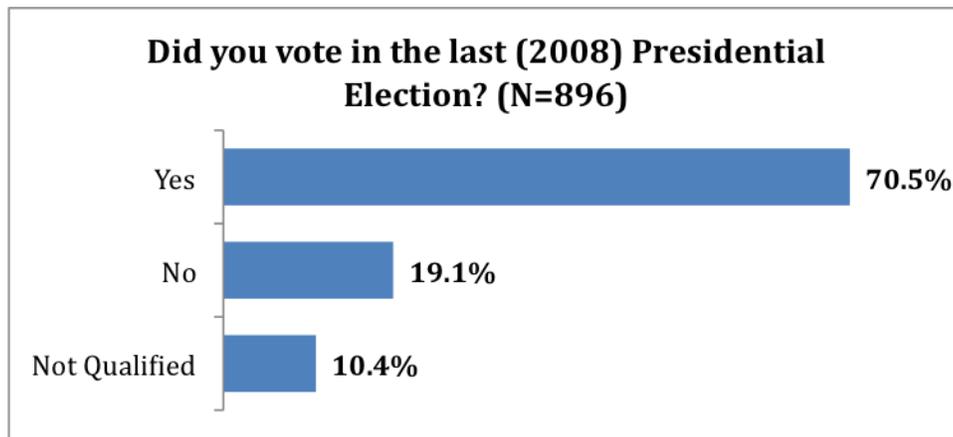
		Frequency of Facebook Users’ Use of Different News Sources, by Race/Ethnicity				
		Once to several times a day				
		White	Black	Latino	Asian	Other
Offline News Sources	Local TV news ^{***}	37.8%	41.4%	56.5%	35.2%	63.6%
	National/Cable TV news ^{***}	31.9	41.7	41.9	37.0	58.1
	Radio	32.8	35.3	37.1	28.3	29.5
	Newspapers	20.1	18.1	23.0	27.8	27.3
Online News Sources	News websites [*]	30.1	37.7	41.9	42.6	38.6
	Blogs ^{**}	9.2	20.4	14.5	17.0	18.2
	News aggregators ^{***}	9.3	21.7	23.0	18.5	14.0
	Facebook news links ^{***}	15.4	25.9	27.4	18.5	31.0

- Comparisons between current college students and recent college graduates show that, on a daily basis, graduates are more likely than students to get their news from the radio (36.1% : 30.2%) and from news websites (36.1% : 29.9%). Students are more likely than graduates to get their news from the two sources less frequently.
- Comparisons among college students show that, on a daily basis, lower classmen are more likely than upper classmen to get their news from online news aggregators (15.2% : 10.1%) and from news links posted on Facebook by their friends (23.2% : 16.7%). Meanwhile, upper classmen are more likely than lower classmen to “never” get their news from the two sources—aggregators (50.0% : 40.5%) and Facebook links (23.0% : 15.2%).

Political and Civic Participation

It has been widely recognized that political and civic participation takes a variety of forms, and people can choose to invest differing levels of physical involvement and time in such participation. For example, one can engage in the form of voting or volunteering in elections, attending rallies or town hall meetings, calling or writing letters, signing petitions, or simply joining organizations that represent similar interests. The Internet has been credited for its role in facilitating the organization and implementation of such activities and in offering accessible outlets to gather information and express ideas. However, analysis of our data shows that, although some college-educated Facebook users do participate in civic and political activities online, including Facebook, the majority tend not to take part.

- About 90% of our sample was qualified to vote in 2008. The majority (78.7%) of those qualified voters report that they voted in the 2008 Presidential Election.



- Two-fifths of our sample report having signed a petition online for a political or social cause in the past year.
- Less than one-third (26.8%) of our sample has contacted a government official through means of digital communication, such as text messages, email, or websites, in the past year.
- About one-fifth of our sample report having posted a comment on a website hosted by a local, national, or international news source in the past year.
- Less than one-fifth of our sample has, in the past year, posted a photo or video regarding a political or social issue online.
- Comparisons among gender show that, in general, more men than women participate in civic and political activities online, including those that take place in social network sites (SNSs).
- Comparisons across racial and ethnic groups show that those classified as “Other” are most likely to have engaged in online civic or political activities in the past year.

- Comparisons across racial and ethnic groups also show that Black/African-Americans and “Other” racial/ethnic groups are most likely to have ever engaged in civic or political activities within social network sites.
- Comparisons between current students and recent graduates show that, although there exists not much difference, students are more likely to have posted a video online about a political or social issue in the past year, while graduates are more likely to have, on Facebook, joined a political group or organized with others for a political cause.
- Comparisons among college students show that, except for upper classmen being more likely than lower classmen to have joined a civic or political group on Facebook, participation in civic and political activities online are generally equal between the two groups.

Civic and Political Participation Online, in the Past Year, by Demographic Characteristic												
<i>Percentage of FB users by demographic characteristic who, in the past year, have:</i>	Total	Gender		Race/Ethnicity					College		Student Status	
		Male	Female	White	Black	Latino	Asian	Other	Student	Graduate	1~2 yrs	3~ yrs
Signed an online petition for political/social cause	40.2%	37.0%	42.2%	42.7%	32.2%	33.9%	25.9%	50.0%	39.9%	40.5%	37.7%	41.2%
Contacted a government official over Internet or text message	26.8	25.4	27.5	27.2	24.6	22.6	22.2	34.9	24.6	28.9	21.9	26.3
Posted a comment on an online news site	20.7	26.1	17.3	18.8	25.0	19.4	22.2	36.4	22.2	19.2	24.1	20.7
Posted photos online about a political/social issue	16.4	20.6	13.8	14.4	21.4	16.1	17.0	31.8	17.7	15.1	18.5	17.0
Posted videos online about a political/social issue	11.4	15.7	8.8	9.4	13.2	13.1	17.0	27.3	14.6	8.3	14.7	14.5

Note: Columns in bold indicate that the relationship between the bolded demographic variable and engagement in a specific online activity is statistically significant at <.05.

Civic and Political Participation within Social Network Sites, by Demographic Characteristic												
<i>Percentage of FB users by demographic characteristic who have ever:</i>	Total	Gender		Race/Ethnicity					College		Student Status	
		Male	Female	White	Black	Latino	Asian	Other	Student	Graduate	1~2 yrs	3~ yrs
Befriended a presidential/political candidate on a SNS	50.8%	55.7%	47.6%	49.0%	62.6%	41.9%	48.1%	61.4%	52.8%	48.9%	51.9%	52.9%
Joined a civic or political group on Facebook	22.9	28.9	19.1	21.5	27.6	21.3	24.1	31.8	26.0	19.6	21.6	30.1
Used Facebook to organize with others for a political event, issue, or cause	16.5	19.8	14.5	14.5	25.2	13.3	13.0	31.8	19.5	13.5	17.9	21.0

Note: Columns in bold indicate that the relationship between the bolded demographic variable and engagement in a specific online activity is statistically significant at <.05.

- Comparisons among those who were qualified voters in 2008 show that those who voted in the Presidential Election are more likely than those who did not vote to have engaged in a variety of civic and political activities online in the past year and to have ever engaged in civic and political activities within social network sites.

Online Civic and Political Participation, by 2008 Vote		
	Did you vote in 2008 Presidential Election?	
	Yes	No
<i>Percentage of 2008 voters and non-voters who, in the past year, have:</i>		
Signed an online petition for political/social cause ^{***}	47.5%	23.1%
Contacted a government official over Internet or text message ^{***}	31.5	18.7
Posted a comment on an online news site ^{***}	23.0	13.6
Posted photos online about a political/social issue [*]	17.8	12.2
Posted videos online about a political/social issue ^{**}	13.3	6.5
<i>Percentage of 2008 voters and non-voters who have ever:</i>		
Befriended a presidential/political candidate on a SNS ^{***}	53.7	41.7
Joined a civic or political group on FB ^{***}	26.8	11.8
Used FB to organize with others for a political event, issue, or cause [*]	18.3	12.0

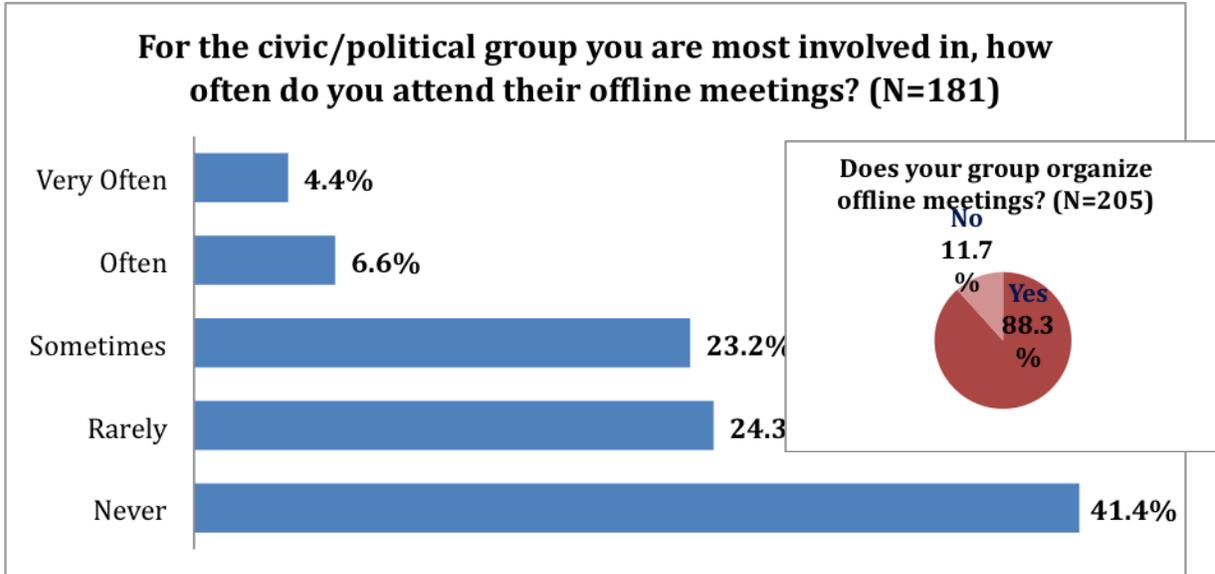
Civic and Political Participation through Facebook Groups

Among the college-educated Facebook users surveyed, those who report that they have joined a civic or political group on Facebook were asked to think about the different ways in which they interact with the one group they are most involved in. Analyses show that, although the majority of these users do engage in different activities related to their group, they do so infrequently. Further, most of the engagement with the group remains online and does not frequently transfer offline. Only a small number of differences are found across different demographic groups.

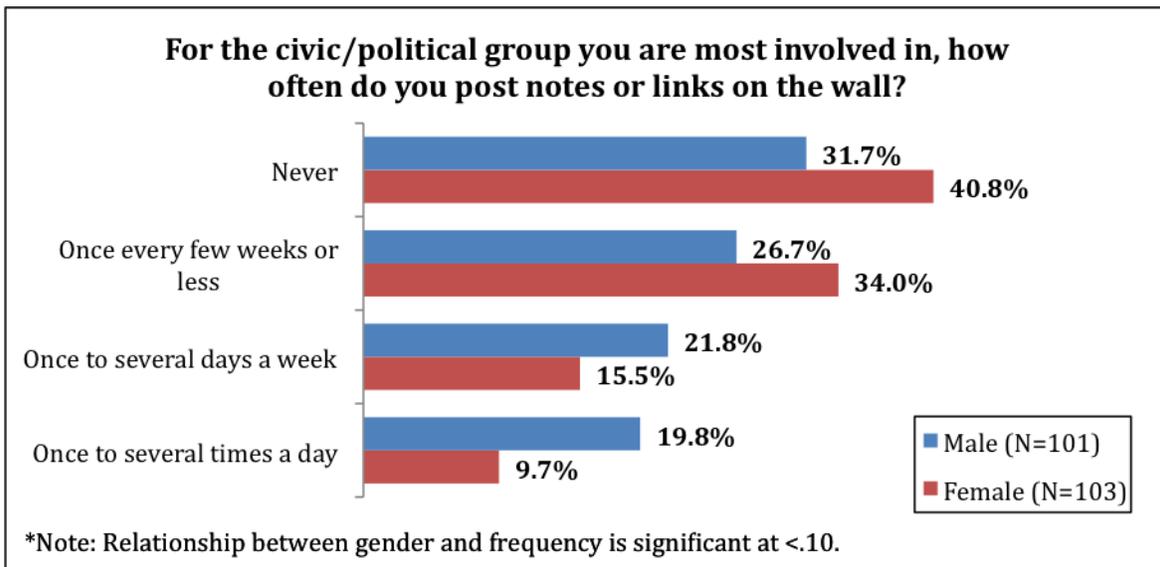
- The online activity that group members are most likely to engage in on a daily or weekly basis is that of visiting group pages to read posts.
- For other activities that require actions beyond anonymous visits and reading, the majority of members engages infrequently or is never involved.

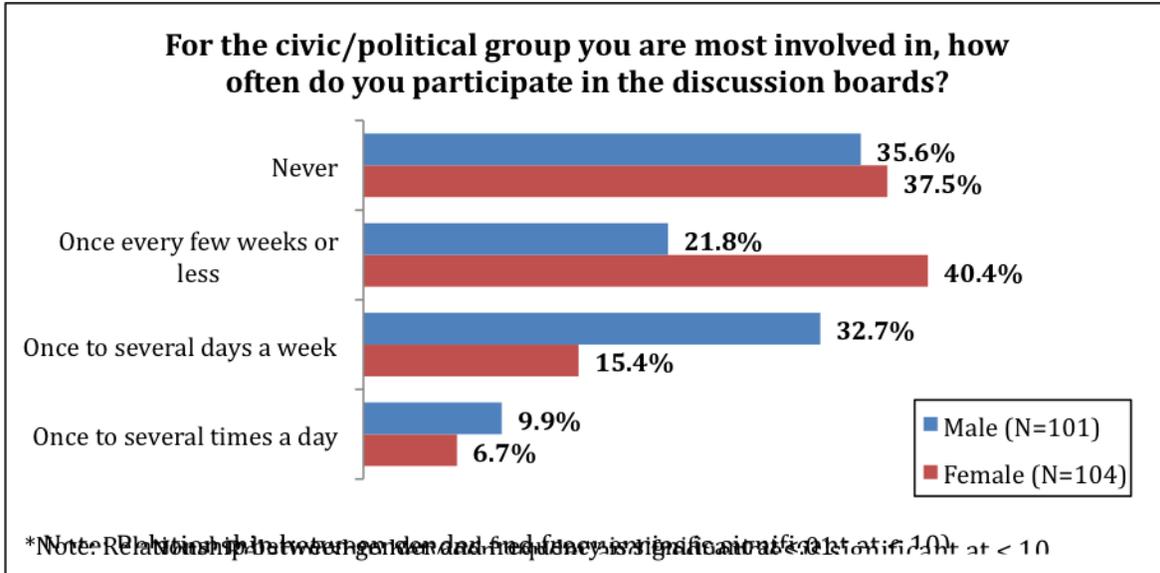
Frequency of Facebook Users' Participation in Civic/Political Groups on Facebook (N=206)					
<i>Percentage of FB users who are civic/political group members that:</i>	Once to several times a day	Once to several days a week	Once every few weeks or less	Never	N (100%)
Visit their group page to read posts	16.1%	30.2%	40.5%	13.2%	205
Post notes or links on their group page's wall	14.7	18.6	30.4	36.3	204
Leave comments to posts in their group page	14.2	22.1	37.3	26.5	204
Invite other friends to join their group page	13.7	21.0	41.0	24.4	205
Participate in the discussion boards within their group page	8.3	23.9	31.2	36.6	205

- Among users who are members of civic or political groups on Facebook, 88.3% report that their groups hold meetings that take place offline. Of these members, only 13.2% say they attend these meetings “often” or “very often,” while two-thirds say they “rarely” or “never” attend.

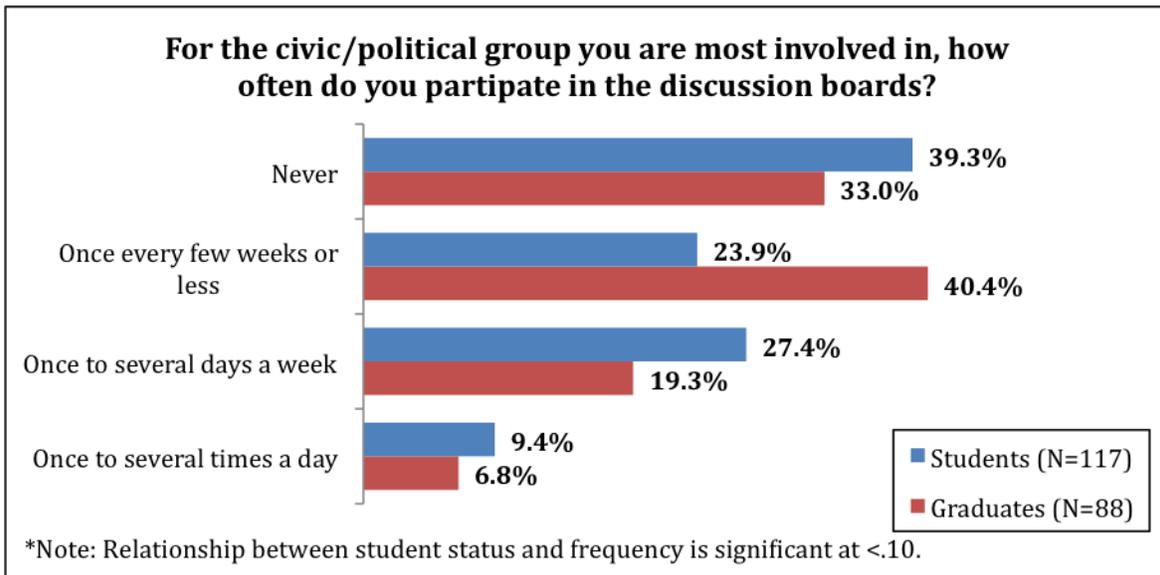


- Comparisons among gender show that, men are more likely than women to post notes or links on a group’s wall and to participate in a group’s discussion boards on a frequent basis. However, no significant gender differences are found in other activities that take place within a group page online.





- Generally, comparisons between current students and recent graduates show little difference. Students are more likely than graduates to participate in a group’s discussion boards on a frequent basis. However, no significant differences are found between the two groups in regards to other activities that take place within a group page online.



- Comparisons across racial and ethnic groups, either, (1) could not be made due to small frequencies or (2) found no significant differences in online participation in a civic/political group across the different groups.
- Comparisons among college students by year also found no significant differences in online participation in a civic/political group across the different groups.

- Comparisons among those who were qualified voters in 2008, either, (1) could not be made due to small frequencies or (2) found no significant differences in online participation in a civic/political group between voters and non-voters.