

FACEBOOK FACT, FICTION, FUNCTION FALL 2012



*Cindy Dougherty, Dean of Students
Southwestern Oklahoma State University*



Agenda

- Why are we here?
- What is Facebook? Can you delete?
- The Numbers, RIAA, FCC and You.
- Case Studies: cyber girl, cyber boy, vtwannabe, broken heart, Romano vs. Steelcase(9-21-10),
- Discussion: Most Challenging Questions of All
- Best Practices



2005 NASPA Study

- ▣ The Greatest concerns of Student Affairs Professional:
 - Academic Dishonesty Through Computers
 - Isolation
 - Overuse of Technology
 - Illegal Use of Technology
 - Unethical/unpleasant Behaviors



The Phenomenon

"If there is a single quality that separates those in their late teens and early 20's from previous generations of young people, it is a willingness, bordering on compulsion to broadcast the details of their private lives to the general public.....to reveal, it has seemed, is to be"

- Warren St. John, *New York Times*, September 10, 2006.



The Irony

- ▣ On October 1, 2006 Facebook announced that they were extending their network to those without "edu" addresses.
- ▣ Students are outraged that their private lives are now "open to the public".



The Protest

- ▣ Students are protesting in the only way they know how...through the Facebook!
- ▣ Groups include: "I am deleting my Facebook if Facebook goes public" and "If Facebook goes public, we riot".
- ▣ <http://rit.facebook.com/group.php?gid=2209239046>
- ▣ <http://rit.facebook.com/group.php?gid=2210514036>



Current Use of Technology

- 272 million Americans log onto the internet each day (78% increase from 2000) @ 03-31-11.
- 95% of teens (12-17) are daily users.
- 87% of Generation Y (18-24) are daily users.
- 93% of all users use email @ 08-13-11.
- Teen/Gen Y most diverse in online activities.
- 500 mil worldwide = 1 in 14
- Current worth est: \$ 17.5 bil = Zuckerberg



7

By the Numbers

- Started in 2004 by 3 students at Harvard: Zuckerberg & Wickelvoss twins - sued in 2004
- They settled for est: \$65 mil in 08- reopened suit - misled
- Phenomenon that spread to other Ivy league schools.
- November 2004: 1 million users.
- July 2005: 2.5 million users at 835/1400 institutions.
- 70,000 new accounts created daily.
- 2nd most trafficked site on the web (just behind Google.)
- Estimated worth of company : 84 billion @ 2011.
- Partners: Paypal and Napster
- A new verb!



8

The "Content Creators" are coming...

- 12 million teens (64% of users) engage in content creation on-line @ 06-2011
- 72% of teens have their own webpage
- 52% of teens are bloggers @ 2011
- 38% read blogs regularly.
- 50% of teens share their original creations online.
- MySpace boasted 100 million users @ 2005, 33,1 million 10-2011.



9

Are We Playing With the Devil?

- Princeton University's Public Safety was using site inappropriately. Officers were posing as students to monitor behavior.
- Director established guidelines regarding "policing".
- Director, Steven Healy: "Our ability to get our job done is based on students trusting us... I am doing everything I can to regain their trust". Students: "Facebook is a way to forge connections among people, not a means of finding out incrimination information".



10

Positive Impacts of Technology

- Enhances social interaction and connection to others.
- Online study groups.
- Research.
- Distance learning.
- Electronic submissions.
- Communication with faculty/staff (78% say they use email to communicate).
- Creative way to express self.



11

Taking Advantage of this Opportunity

- 41% of U.S. citizens have a Facebook account @ 4-2011.
- 800 million actively use Facebook daily, page or not @ 2011.
- 156 million public blogs up @ 02-16-2011.
- SWOSU is a member of the University Community. You have a responsibility to behave in ways which will not have a detrimental effect upon SWOSU or any member of the University Community, including on-line/virtual communities such as, but not limited to, Facebook, MySpace, etc.
- 27 "known" SWOSU seniors = lost job due to "deleted" items @ check.
- This is your reality!



12

Discussion

Your Thoughts ?



13

Best Practices

- ☒ Technology has evolved, we should too
- ☒ Stay current! "They" know more than we do.
- ☒ Teachable moments... talk to your friends.
- ☒ Keep the lines of communication open.
- ☒ Student leaders: hire letters, contracts, expectations.
- ☒ Publicize Dean of Students: Sanctioning tools regarding the proper use of SWOSU's computer and network resources.
- ☒ Develop/revise technology policies w/ clear consequences for misuse. Use existing policies.
- ☒ Do not monitor Facebook



14

Resources

- ☒ <http://www.juiceenewsdaily.com/1004/news/facebook.html?1130456260593>
- ☒ <http://mashable.com/2006/09/23/this-week-in-social-networking-youtube-facebook-and-the-myspace-economy>
- ☒ Pierre, D. "A Review of Facebook.com", AFA: Essentials, January 2006.
- ☒ Read, B. "Think Before You Share", The Chronicle, January 20, 2006.
- ☒ Shotick, J And Stephens, P. "Do Students Use Technology Wise y?", NASPA Net Results. December 21, 2005.



15

Resources cont.

- ☒ (February 15, 2006). How to make Facebook your new best friend. *Student Affairs Leader*, 1-2.
- ☒ (January 2006). Popular student web site can lead to identity theft, stalking. *Students Affairs Today*, 1, 8.
- ☒ Abel, M. (December 2005). Find me on Facebook...as long as you are not a faculty member or administrator. *ESource for College Transitions*. National Resource Center for the First Year Experience and Students in Transition, SC.
- ☒ Brickman, R. (December 8, 2005). Too much information? Colleges fear student postings on popular 'Facebook' site could pose security risks. *The Wall Street Journal*, B1.



16

Resources cont.

- ☒ Chapman, R.J (December 2005). Saving 'face' in the virtual collegiate community. *NASPA NetResults*, <http://www.naspa.org>.
- ☒ Hass, N. (January 8, 2006). In your Facebook.com. *The New York Times*.
- ☒ Read, B. (2005). Think before you share. *The Chronicle of Higher Education*, <http://chronicle.com/weekly/v52/i20/20a3801.htm>.
- ☒ Rheingold, H. (1993). *The Virtual Community*. MIT Press Inc: Boston, MA.



17

Resources cont.

- ☒ Schweitzer, S. (October 6, 2005). Fisher College expels students over website entry. *The Boston Globe*.
- ☒ Tribble, I. (2005) Bloggers need not apply. *The Chronicle of Higher Education*, <http://chronicle.com/weekly/v51/i44/44a00301.htm>
- ☒ Levin-Epstein, M. (2006) *Cyber Communities & Online Social Networks: What Campus Administrators Need To Know*. Paperclip Communications: Little Falls, NJ.
- ☒ Slides 3,7,9,11 used/adapted with permission from D. Soufleris and J. Griffin's ASJA presentation, "Take a Walk on the Techno-side"



18

Special thanks to

Facebook Face-off

by Jennifer D. Hinton
Rochester Institute of Technology

