

Facing Facebook: Exploring the Potential of Online Social Networking

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Session Overview

1. Online Social Networking & Facebook
2. Quandaries for Educators
3. Leveraging Online Social Networks
 - Marketing
 - Theory/Andragogical Strategies
4. Lessons Learned and Yet to Learn

Online Social Networking

- Work/Career Related
 - LinkedIn
- Relationship/Dating
 - Friendster; Match.com, jdate.com
- Shared Interests
 - MySpace
- College Students
 - Facebook

Facebook

- Modest Beginnings
- Exponential Growth
- Changing Audience
- Features
 - Profile
 - Friends & Friend Requests
 - Photographs & Tagging
 - Poking
 - Messaging & The Wall

Facebook as a Positive Force

- Facebook users “feel more connected to campus” (Boogardt, 2004)
- “Facebook may foster relationship building.” (Lampe, Ellison, & Steinfield, 2006)

Education Quandaries

- Privacy Concerns
- Personal Disclosure vs. “TMI”
- Education in Virtual Environment
- Technologically Savvy/Unsavvy Users

Privacy Concerns

- Privacy controls
- May keep away older/senior college members (Acquisti & Gross, 2006)
- Awareness of true visibility of profile, but also trust of Facebook (Acquisti & Gross, 2006)
- Some consider Facebook “students only” space (third of MSU survey respondents in 2006)
 - Men twice as likely to condone faculty presence
- Employers are reviewing student pages (as are police, judicial, residence life, Secret Service... admissions?)
- Fourth Amendment/Privacy Issues (Hodge 2006)

Personal Disclosure vs. “TMI”

- Naiveté of posters/perceived invasion of privacy
- Judicial Implications and School suspensions
- Student perception of Facebook as Administration-Free is Changing

Implications for Educators

- Students are “Digital Natives”
 - Facebook as “Digital Distraction”
- “Contact on Facebook had no impact on students’ ratings of professors.” (Hewitt & Forte, 2006)
- We Need to Teach Information Literacy/Fluency
 - Skills to test the reliability, currency, and relevance of online information

Leveraging Online Social Networks - Marketing

- Flyers
- Ads
- Groups
 - Example
- (Networks)
- Student “Stalkers”



Leveraging Online Social Networks - Theory

- Learning as Community
- Communities of Practice (CoP)
- Social Capital
 - Social Searchers
 - Social Browsers(Lampe, Ellison, & Steinfield, 2006)

Leveraging Online Social Networks – Andragogical Strategies

- Groups
- Personal Profiles
- Student Communication
- Other strategies

Group Discussion

- Benefits & Drawbacks
- Lessons Learned

- Moving Forward...

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