

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook.com:



**How Cyber Communities Are
Affecting Our Campus Communities**

Meg Gregory, Director of Residence Life

Joseph Evans, Assistant Director of Residence Life

Alaska Pacific University

Anchorage, Alaska



Back in the good ol' days...

- To keep up with friends, students actually had to see them.
- To organize a party, students had to pick up a phone (one that still had a cord attached to it).
- To get a date, students had to have chemistry.



But with the modern miracle
of online communities...

- o *Students can manage their friends
without taking their hands off the
keyboard!*





Why explore this topic?

- Our students were talking about it and using it as soon as it arrived on campus
- We were not sure how other universities were choosing to respond
- What led each of you to attend?



Program goals

- Provide a general overview of what Facebook.com is and how it is being used.
- Explore how different colleges and universities have responded to student use of this site.
- Share strategies to use as they formulate their policies regarding this latest technological phenomenon.



Generation @ ...

- 72% of college students say most of their online communication is with friends.
- 85% of college student use their own computer & 66% use at least two email addresses
- College students are frequently looking at email, with $\frac{3}{4}$ checking email at least once a day



Facebook Basics



- Launched to the public February 4, 2004 by Harvard student Mark Zuckerberg
- An online source for college students that enables them to keep in contact with friends and classmates at their institution as well as others that are registered.
- Virtual community
- Social Directory



Some Facebook Statistics:

- Has grown to 8.5 million users
- Registers more than 5,800 new users a day
- It typically attracts 80% of a school's undergraduate population
- 60% of Facebook members log in daily, and 85% log in weekly
- Facebook now places 9th in terms of overall traffic on the Internet
- Currently valued at around \$100 million



All About Profiles



facebook home search global social net invite help logout

Meg Gregory's Profile (This is you) Alaska Pacific

Quick Search

- My Profile edit
- My Friends
- My Photos
- My Groups
- My Events
- My Messages
- My Account
- My Privacy



Allstate
You're in good hands.

Earn \$100 off your deductible for every year of safe driving. Up to \$500. It's something to look forward to.

> SEE HOW IT'S POSSIBLE.

 **FAST FORWARD**

Information edit

Account Info

Name: Meg Gregory
Member Since: September 9, 2005
Last Update: December 6, 2005

Basic Info [edit]

Geography: Anchorage, AK
School: Alaska Pacific
Status: Staff
Sex: Female
Birthday: May 29
Home Town: Owensboro, KY 42303
High School: Daviess County High School '98

Contact Info [edit]

School Email: mgregory@alaskapacific.edu
Current Address: 4101 University Drive
Anchorage, AK 99508
Website: <http://class.alaskapacific.edu/reslife/>

Personal Info [edit]

Looking For: Friendship
Relationship Status: Married
Political Views: Liberal
Interests: reading, downhill skiing, anything French, cooking, college student development, knitting...
Clubs and Jobs: Governor's Scholars Program, Kappa Kappa Gamma, Phi Beta Kappa
Favorite Music: so many... Lucinda Williams, Ryan Adams, Ben Harper, Counting Crows, Ani DiFranco, the Dandy Warhols, Beck, Death Cab for Cutie, the Be Good Tanyas, Beulah, the Strokes, the Perishers, Aimee Mann, Dar Williams, Postal Service, Belle & Sebastian, Iron & Wine, Jeff Buckley, U2, the Beatles, Wilco, Weezer, Medeski Martin & Wood, american analog set, Rilo Kiley, Ben Kweller, Ray LaMontagne
Favorite TV Shows: American Chopper, Good Eats, Desparate Housewives, Grey's Anatomy, Family Guy, Family Bonds, Deadwood, the Simpsons, Monday Night Football

View More Photos of Me (7)

Edit My Profile
Edit My Picture
Edit My Privacy

Connection

This is you.

Friends at Alaska Pacific edit

Meg has 46 Alaska Pacific friends.



Jen Smola



Bryan Bruno



Dustie Winegar



Chet Fehrmann



Emma Jenkins

[\[see all \]](#)



All About Profiles

- Must have University email address to create a profile
- Customizing the Profile:
 - Provide contact information
 - Majors, current courses
 - List hobbies, music interests, favorite books & movies
 - Post pictures & create photo albums
 - Join Groups
 - Relationship Information
- Students can then search other profiles



Other Facebook Lingo

- “Poke”
- The Wall
- The Pulse
- Groups
- Groupie
- Sponsored Groups
- Announcements



Current "Pulse" Trends

facebook home search global social net invite help logout

Pulse

Facebook

Music	Books
1. DMB	1. The Da Vinci Code
2. Coldplay	2. Harry Potter
3. Jack Johnson	3. The Bible
4. The Beatles	4. Catcher in the Rye
5. Green Day	5. Angels and Demons
6. The Killers	6. The Great Gatsby
7. Led Zeppelin	7. To Kill a Mockingbird
8. Incubus	8. 1984
9. Sublime	9. Lord of the Rings
10. Fall Out Boy	10. The Notebook

Movies	Clubs & Organizations
1. The Notebook	1. Lifeguard
2. Wedding Crashers	2. College Republicans
3. Old School	3. NSCS
4. Anchorman	4. Habitat for Humanity
5. Fight Club	5. babysitting
6. Boondock Saints	6. Chi Omega
7. Napoleon Dynamite	7. Football
8. Lord of the Rings	8. SGA +1 ↑
9. Garden State	9. BSU -1 ↓
10. Office Space	10. College Democrats

Television	Hometowns
1. Family Guy	1. Houston
2. Grey's Anatomy	2. Chicago
3. The OC	3. New York
4. Friends	4. Brooklyn
5. Simpsons	5. Miami
6. Desperate Housewives	6. St. Louis
7. CSI	7. Cincinnati
8. Lost	8. Dallas
9. Sex and the City	9. Pittsburgh
10. Seinfeld	10. Los Angeles

What is Pulse?

Pulse shows popular listings and trends on Facebook in the last seven days.

It is updated daily at 6am PST.



Examples of Groups

- If AIM is a Gateway Drug, the Facebook is Internet Crack
- Alcoholics Applaud
- Underage people who are looking for 21-year old to buy them alcohol
- I Drink, I Party and Damn it, I'm Awesome!
- Famous for My Drinking
- Dorm Codes





Some Better Groups to Join

- APU Nordic Ski Club
- Alias...Nuff Said
- Alaska Pacific Players (drama group)
- Student Ambassadors
- Photography
- Screw This, I'm Going Back to Alaska!
- Late Night Laundering

● ● ● | Sponsored Groups?

The screenshot shows a Facebook search results page for 'random sponsored groups'. The page displays a list of 10 groups from the user's school. The groups listed are:

- WorldWinner Cash Games**: Features a logo with a pool ball and playing cards. Options: View Group, Join Group.
- College Poker Championship**: Features a logo with a spade and the text 'COLLEGE POKER CHAMPIONSHIP'. Options: View Group, Join Group.
- Geffen Records: New Hip-Hop, Rock, and Pop Music for Free**: Features a logo with a stylized 'G' inside a sphere. Options: View Group, Join Group.
- Grandma's Boy**: Features a logo with the text 'GRANDMA'S BOY'. Options: View Group, Join Group.
- CinemaNow**: Features a logo with a question mark. Options: View Group, Join Group.

The page also includes a navigation bar with links for home, search, global, social net, invite, help, and logout. A sidebar on the left contains a 'Quick Search' box and links to My Profile, My Friends, My Photos, My Groups, My Events, My Messages, My Account, and My Privacy.



Sample Event Listing:

facebook [home](#) [search](#) [global](#) [social net](#) [invite](#) [help](#) [logout](#)

Movie Nite: Liberty Heights hosted by COLORS (This is your event)

Information

Event Info [[edit](#)]

Event Name: Movie Nite: Liberty Heights
"Free Movie Night in the Atwood Center!"

Hosted By: COLORS

Created By: Meg Gregory

Event Type: Movie/TV Night

Time and Place [[edit](#)]

Date: Wednesday, February 22

Time: 7:30pm - 10:00pm

Location: Atwood Center

Street: 4455 University Drive

City: Anchorage

Contact Info [[edit](#)]

Email: hermit865@aol.com

Description

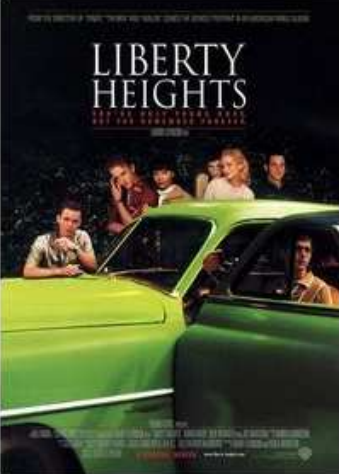
Sponsored by C.O.L.O.R.S.

What: Free movie night in the Atwood Student Center on the BIG SCREEN!!

When: Wednesday, Feb. 22nd @ 7:30pm

Free Food and Fun for APU Students, Staff & Faculty!

Movie Synopsis: Anti-Semitism, race relations, coming of age, and fathers & sons: in Baltimore from fall 1954 to fall 1955. Racial integration come to the high school, TV is killing burlesque, and rock & roll is pushing the Four Lads off the Hit Parade. Starring Adrien Brody, Ben Foster, Orlando Jones, BeBe Neuwirth, Joe Mantegna and Rebekah Johnson.



[Invite People to Come](#)

[Edit Event](#)

[Edit Guest List](#)

[RSVP to this Event](#)

[Remove from My Events](#)



Facebook Announcements:



What are Facebook Announcements?

The Dilemma

1. Our fraternity is throwing a party this weekend. How do I get everyone and their mom to come?
2. I started a student business selling t-shirts. How do I get people to buy them?
3. Dance marathon is next month. How do I get teams signed up?

The Solution: Facebook Announcements

Why?

1. Everyone at Alaska Pacific will see it.
2. It only costs \$9/day at Alaska Pacific.
3. Your ad can go up immediately.





The Positives

- Free & easy to use
- Way to foster communication & share ideas
- Make new friends...
- ... and Keep the old
- Get to know Classmates/study groups
- Share photographs
- Get involved with a club or organization
- Advertising through announcements



The Negatives

- A tempting distraction & procrastination tool
- Easy to get addicted & obsessed
- Decreases genuine human interaction
- Increases the “drama” factor – propensity for the rumor mill to run more quickly
- Personal information listed – false sense of security about the information they post
- Potentially a stalkers’ paradise
- Advertising for unauthorized parties



Student Response

- **UCLA –**
 - “The first sign I was spending too much time on the facebook should have been my GPA, which was a full point and a half lower than my previous average.”
- **Texas A&M –**
 - “I don’t think the fad will last.”
- **University of Chicago –**
 - “Sure, you can use facebook to find a significant other, I guess, but really it’s designed for stalking people.”



Student Response

- **Indiana University –**
 - “It’s a huge phenomenon right now...it’s almost a cult – very crazy.”
 - “You get a really good sense on Facebook about people’s personalities & how they see themselves.”

- **George Washington University –**
 - “You would meet someone and you would just run upstairs and go online and type in their name.”
 - “People call it the ‘stalker book.’”
 - “Look at that!” she says. “He’s really creepy.”

- **University of Pittsburgh –**
 - “Nobody really rejects friends unless you really hate somebody,” he said. “It’s all pretty non-committal.”



Privacy & Facebook

facebook [home](#) [search](#) [global](#) [social net](#) [invite](#) [help](#) [logout](#)

My Privacy

[Basic Settings](#) [Advanced Settings](#)

Privacy Level	Description
<input type="radio"/> Normal (Default)	Everyone can search for you. Your friends and everyone at your school can see your profile.
<input type="radio"/> Reserved	Everyone can search for you. Only your friends and friends of your friends at your school can see your profile.
<input type="radio"/> Paranoid	Only people at your school can search for you. Only your friends can see your profile. Your wall will be turned off. Warning: People at other schools will not be able to add you as a friend.
<input checked="" type="radio"/> Custom	Set your own detailed privacy preferences in the Advanced Settings tab. You can also set specific privacy settings for your contact info .

[Save](#) [Cancel](#)

Blocking People

If you block someone, you will be invisible to them on Facebook. Any ties you currently have with a person you block will be broken (friendship connections, relationships, etc).



Privacy & Facebook

- Security Settings Exist
 - Students believe it is important to know & use privacy settings
 - Few students actually take steps to do so
- Public vs. Private Forum Debate
 - Students feel that Facebook is a more “private” forum
 - Are more likely to explore and flex their online identity



Privacy & Facebook

“The perceived anonymity of these online networks tends to reduce inhibitions as quickly as that first swig or three of cider in the park. “People are far more outgoing, revealing and fearless of what people might think of them,” Reddy says. “They feel free of social constraints.”

~Dr. Michael Reddy,
Chairman, Independent Counseling & Advisory Service



Who Else is Looking at Facebook?

- Potential Employers
- Marketers
- Alumni
- Resident Assistants
- Administrators



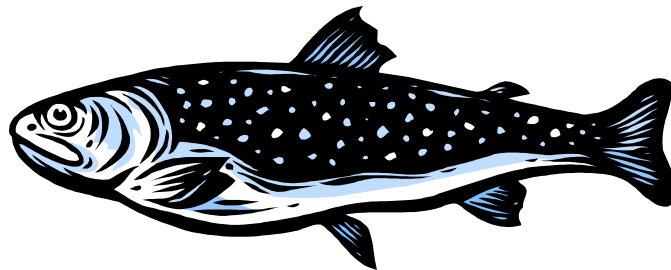
Campus Response

- Totally blocking Facebook
- Policing of Facebook
- Using Facebook profile information selectively
- Avoiding any type of affiliation with Facebook

Examples of Judicial Responses to Facebook

- University of Oklahoma:

Secret service agents came to a freshman's residence hall in March 2005 in response to a post which suggested the university's president should be replaced with a fish.



Examples of Judicial Responses to Facebook

- Fisher College:

Sophomore expelled for comments he posted critiquing a campus police officer – charges of “conspiring to and damaging the reputation of the officer.”

- School Policy against “verbal, written, electronic abuse...of an individual.”



Examples of Judicial Responses to Facebook

- Pennsylvania State University:
University Police used Facebook to identify & prosecute fans who rushed the field after a football game.

- Facebook Group:
“I Rushed the Field After the OSU Game (And Lived!)”





Examples of Judicial Responses to Facebook

- Northern Kentucky University:

5 students were fined \$50, put on a one-year probation from campus housing, and were forced to take classes on the dangers of binge drinking because of photos that featured the students with a keg in a dorm room.





Student Response to Administrator Actions

- Administrators on Facebook may be seen as voyeurs
- Free speech – feel that it's an invasion of privacy



Student Response to Administrator Actions

“I think it’s a violation of student’s privacy...if it’s not anything that’s dangerous or life threatening, it just seems like another means to get students in trouble.”

~Jennifer, Class of ‘07



Student Response to Administrator Actions

“I feel it encroaches on personal freedoms. Facebook was designed as a forum for students to express themselves, but having administrators interfere is a break of that intention.”

~Sean, Class of '08



Student Response to Administrator Actions

“It would be appropriate, however, for University Housing staff to investigate upon discovery of such an image; students who post photographs of themselves on Web sites should be prepared to face the consequences of any behavior depicted in the photographs.”

The whole point of Facebook is to attract the attention of other people. Just keep in mind that the attention you attract may not always be benign.”

~Staff Editorial
Daily Egyptian (Southern Ill. U)



Facebook & the Law

- Information posted in an online forum is a waiver of a right to privacy





Facebook & the Law

“An individual’s right to privacy belongs to the individual...If the individual waives a portion for some reason (such as joining Facebook), then they’ve waived it.”

~James Devine

Associate Dean of the School of Law

Missouri University



First Amendment Rights?

“I was surprised because I was not aware the First Amendment was limited; that [the university] is able to restrict my right, especially on Facebook, which is a separate entity.”

~Ryan Miner

Sophomore at Duquesne University who was punished for posting a comment perceived to be homophobic



First Amendment Rights?

“Assuming they are being punished for the conduct itself, then I don’t see a First Amendment problem.”

*~Mark Cordes, Law Professor at
Northern Illinois University*



Facebook Terms of Use

- o Member Content Posted on the Site:

By posting Member Content to any part of the Web site, you automatically grant... to Facebook an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use, copy, perform, display, reformat, translate, excerpt (in whole or in part) and distribute such information and content and to prepare derivative works of, or incorporate into other works, such information and content, and to grant and authorize sublicenses of the foregoing.



University Email Terms of Use

- California Lutheran University:

- *“Facebook offers the added leverage that it takes a University email account to gain access...any “abuse” of Facebook to solicit or advertise a policy violation on Facebook is a misuse of our University web address.”*

~Diana Cherry,
Coordinator of Residence Life



What Can We Do?

- Be proactive
- Educate students about risks to reputation and personal safety
 - Rule of thumb: only posting something that your grandmother could see!
 - Becoming familiar with terms of use
 - Using profile settings to maximize security and limit access
- Teachable Moments & Learning Opportunities
- Develop a task force to clarify what the school policy is
- Develop programs and/or presentations to share with colleagues
- Incorporate responsible use of Technology into Orientation Programs



Questions to Consider:

- How reliable & true is information posted online?
 - Truth in the PhotoShop age
- What are our obligations as administrators? Is there a liability if we do nothing?
 - How does oversight of Facebook compare with legal music-sharing systems?



Case Study Scenarios

- *How would you choose to respond?*
- *What factors influenced your decision?*
- *What are the implications of your response?*
- *Who will be affected by your decisions?*



Good Advice to Students...

- Don't post your year of birth, phone numbers or street address
- Keep in mind how you're presenting yourself to others
- Adjust your Privacy Settings
- Educate others on how to safely use Facebook



Additional Resources

- www.facebook.com
- Aquino, J. (2006, January 31). Study: Internet users are more social. *The Minnesota Daily*. Retrieved February 14, 2006 from <http://www.mndaily.com/articles/2006/01/31/66893>
- Augustinas, S. J. (2005, November 22). Universities monitor Facebook posts, photos. *Northern Star online*. Retrieved December 1, 2005 from <http://www.star.niu.edu/articles/?id=12856>.
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- Hanson, L. (2005, November 15). Student networking is in-you-Facebook. *IndyStar*. Retrieved February 17, 2006 from <http://www.indystar.com/apps/pbcs.dll/article?aid=/20051116/living/511160360/1007/living>
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- Medintz, S. (2006, February 1). Talkin' bout MySpace Generation. *CNNMoney.com*. Retrieved January 24, 2006 from http://money.cnn.com/magazines/moneymag/moneymag_archive/2006/02/01/8367515/



Additional Resources

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- Schweitzer, S. (2005, September 27). Universities Ponder Facebook Etiquette. *The Boston Globe*. Retrieved December 1, 2005 from <http://www-tech.mit.edu/V125/N42/facebook.html>.
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Contact Meg or Joe at
housing@alaskapacific.edu