

### **What is Facebook? ([www.facebook.com](http://www.facebook.com))**

Join Facebook, where we can see each other's friends and many other members of our school community. Facebook is an online directory that connects you to other people in your school through courses, groups and friends. Facebook is for people who want an online resource for finding information about people at their school, and who want to share information with the rest of their community. Once you register for Facebook, you can browse through people's profiles and create your own if you'd like.

### **What is MySpace?**

MySpace is an online community that lets you meet your friends' friends. Create a private community on MySpace and you can share photos, journals and interests with your growing network of mutual friends!

- Friends who want to talk Online ;Single people who want to meet other Singles; Matchmakers who want to connect their friends with other friends; Families who want to keep in touch--map your Family Tree; Business people and co-workers interested in networking; Classmates and study partners; Anyone looking for long lost friends!

### **Facebook Facts**

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|--|---|
| <ul style="list-style-type: none"> <li>• Registered on Facebook:             <ul style="list-style-type: none"> <li>• Wisconsin.....54,924</li> <li>• Missouri .....35,823</li> <li>• Iowa.....35,149</li> <li>• Iowa State.....32,986</li> <li>• Ball State .....24,899</li> <li>• Northwestern.....24,134</li> <li>• Notre Dame.....23,036</li> <li>• IUPUI.....19,328</li> <li>• Ivy Tech .....18,088</li> <li>• Indiana State.....11,805</li> <li>• IPFW .....8,561</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Top Ten (Eleven) Schools             <ol style="list-style-type: none"> <li>1. Penn State.....95,915</li> <li>2. Texas A&amp;M .....75,924</li> <li>3. Minnesota.....71,412</li> <li>4. The Ohio State .....71,059</li> <li>5. Michigan .....69,275</li> <li>6. Florida .....69,393</li> <li>7. Texas .....66,894</li> <li>8. Michigan State .....66,697</li> <li>9. Indiana.....61,275</li> <li>10. Illinois .....60,246</li> <li>11. Purdue .....58,924</li> </ol> </li> </ul> |
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### **Facebook Features**

- Home: friend & group requests
- My Profile: personal information
- My Friends: school, recently updated, geography, other schools
  - Connections; Competition for the most; most out of state, etc.
- My Groups – Officers, groupies, announcements, messages, invitations
- Poking – what does it mean?
- The Wall; My Photos – tagging; My Messages; My Events; My Notes
- TV, Movies, Books, Spring Break, Voting, Candidate Profiles

## **Facebook Power**

- Recruitment: Greek, volunteer groups, employment, support groups
- Networking/Connecting (Classes; Housing; Student organizations; Leadership programs; Students by staff/faculty)
- Reconnecting – with alumni, high school friends
- Investigations: university, NCAA, criminal
- School spirit: mascots, athletes, coaches
- Rallying around a campus issue or cause, time of crisis (Katrina)
- Digital Mourning: grieving lost students
- Suicide intervention

## **Facebook Pitfalls**

- Predators: IM, cell, address, birthday, hang outs, classes
- Identity theft
- Image of individuals, students, Greeks, athletes, university/office
- Hateful language, Disrespect, Incivility, Crude/vulgar language
- Harassment: targeting groups or individuals (faculty, students)
- Ignorance/intolerance/disrespect: racism, ageism, sexism, homophobia
- Rallying around a negative issue or cause
- Glorification of Alcohol, Sex, Drugs, Violence
- Fan behavior – hating other schools, teams, players, coaches
- Body Image – hotties, body builders, shirtless
- Recruiters (40%)/Scouts, Police, Administrators, Odds-makers are now on Facebook
- Online addiction

## **Students' Psychology**

- Postings are not anonymous
- Empowered – not face to face confrontation
- Convinced it is limited view or private
- Walls & Tagged Photos: I didn't do it
- Groups don't reflect me,
- It not fair that the "Administration" and "Police" looking
- Everyone's doing it; Bragging rights
- This is ME not my team, my University, my organization, my family
- Use in their language: *Facebooking, Facebook Me, Poke Me, Facebook Official*

## **Advice to Students**

- First Choice → Facebook or No Facebook; Second Choice → Profile Content
- Think BEFORE you POST; Don't DUI (download under the influence)
- Post only if you are ready to explain to...
  - Your family, your advisor/coach
  - The media, recruiters, prospective students
- Commit to maintaining continuously – Google, too
- Remember everyone is watching – and reading everything
- Employer may own content – company info or company time
- Use Privacy Settings

## Facebook Investigation

### Philosophy

- Hands off
- Monitor continuously
- Monitor periodically
- Act when notified – or stumble upon
- Report to Facebook, warn, charge

### Practice

- Letter to parents, workshops (orientation, career center)
- Restrict access through university system
- Restrict athletes, Greeks, administrators
- Update regulations, written warning in student handbook

## Dealing with Facebook Problems

### What Administrators Can Do

- Investigate, Save, Report
- Evolving Dialogue – Teachable Moments

### How to Find Information

- Search: names, groups, keywords (residence halls, organizations)
  - Personal information: cell phone number, clubs, full name
- Follow connections; Browse photo albums
  - Evidence: photos, wall postings, witnesses, group affiliation
- Save Electronically
  - Print screen, paste in *Paint* or *Word* as .bmp or .doc
  - Use *Snag It* software

## Final Thoughts

### Enter at Your Own Risk

- Waste of Time – Procrastination – Addiction
- Identity Theft – Safety Risks
- We really shouldn't be on Facebook...so, don't be so judgmental
  - Is behavior worse or is it merely easier to find and see?

### Where do you draw the line?

- Legal vs. Moral; Bad Taste vs. Offensive
- Debates:
  - free speech, privacy, freedom of expression, discrimination
  - Should it be used for surveillance?
  - What's fair?

## FACEBOOK Lingo

|   |   |
|---|---|
| <b>facebook me</b>                                  | used as a verb meaning check out my/his/her profile. Facebook me. Facebook him/her.   |
| <b>facebook friends</b>                             | someone you don't know well enough to communicate with in person; someone you only know and only communicate with through facebook  |
| <b>facebook official</b>                            | personal information is not believed or valid until it is found on facebook; posting personal information about yourself -- relationship, job, sexual orientation   |
| <b>facebook slut</b>                                | someone who requests a lot of people to be their friend.  |
| <b>facebook stalking</b>                            | checking someone's profile daily for new information  |
| <b>friend me</b>                                    | used as a verb; meaning request someone as a friend. Friend me; friend him/her.   |
| <b>gay search</b>                                   | gay students searching students who are "interested in..." same-sex partners, used to find other "out" students   |
| <b>I am going to tag this; I'm going to tag you</b> | said when someone takes a risqué photo and threatens to tag the individual on the photo; students that share their political views  |
| <b>narcisurfing</b>                                 | checking your own profile a lot and updating it often.  |
| <b>out on facebook</b>                              | students that indicate they are interested in same-sex partners   |
| <b>poke buddy</b>                                   | someone you feel comfortable poking on occasion   |
| <b>poke me</b>                                      | used like "call me" or "let's do lunch"; basically means keep in touch.   |
| <b>poking war</b>                                   | two individuals that are continually poking each other.   |
| <b>stalker net;<br/>stalkerbook;<br/>creepybook</b> | referring to using facebook to "stalk" other students   |
| <b>stalking on facebook</b>                         | spending time checking out profiles of strangers on facebook or friends of friends of friends; checking out the profile of someone after meeting them or finding out they have been assigned as a roommate or group member. |
| <b>Tag me</b>                                       | said to the person who has been taking photos so that they know you want them to share their photos by tagging you; means "make sure you add me to your photos." has replaced "email me those photos."                      |