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Facebook: Friend or Foe?

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Facebook: Friend or Foe?

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Online social networks have been a presence in our society since the first notable sites were developed in 1995 and have now attracted more than 90% of American teens and young adults. This study measures the effect that social networks have on Valparaiso University students' real life connectivity through social connections and on campus involvement. The study uses a sample of 1994 VU graduates as the control group and current VU students. Through an online survey, participants were asked questions regarding their Facebook and Internet use, their on-campus involvement, and how they saw Facebook being utilized by student organizations. The study is looking at how the amount of time spent on Facebook correlates with students' involvement in campus organizations, clubs, etc. and also with the amount of leadership positions students are taking within these groups. It also examines how campus groups are using Facebook for the purposes of advertising for events, fundraising, and promoting their own awareness to the student body.

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