Social Media's Influence on Students' Attitude

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COLLEGE OF INFORMATION STUDIES

2010 Facebook Social Capital

- Prepared by Jessica Vitak, Nicole B. Ellison & Charles Steinfield
- Respondents: Undergraduate students from Michigan State University
- Area of Interest: Influence of social media on academic & social attitudes

Are students having immediate family members on FB more likely to change the privacy settings so that only some of their friends can view specific types of content?

net_immed family * Have you ever changed the privacy settings so that only some of your Facebook friends can view specific types of content (e.g., wall, photos, notes)? Crosstabulation

			Have you ever changed the privacy settings so that only some of your Facebook friends can view specific types of content (e.g., wall, photos, notes)?		
			No	Yes	Total
net_immed family	No	Count	9	28	37
		Expected Count	8.4	28.6	37.0
	Yes	Count	77	266	343
		Expected Count	77.6	265.4	343.0
Total		Count	86	294	380
		Expected Count	86.0	294.0	380.0

- Chi-square χ^2 : 0.067
- P value: 0.796; thus fail to reject null hypothesis
- Phi ϕ = 0.013, small effect size
- Power = 0.057, very less power, greater Type II error, sample size : 380
- Minimum sample size required for effective power of 0.8 : 46443 students.
- Students having immediate family members in friend list may not be likely to change their privacy settings to restrict viewers of the content they share

Are there differences in students' use of Facebook for School across their years in school?

ANOVA

FACEBOOK_IN_EDUCATION_SCALE_1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.836	3	1.279	2.995	.031
Within Groups	119.989	281	.427		
Total	123.825	284			

FACEBOOK_IN_EDUCATION_SCALE_1

	What year in school are you?	N	Subset for alpha = 0.05
			1
Tukey B[a,b]	4	78	3.0972
	3	66	3.1669
	1	64	3.3320
	2	77	3.3725
Scheffe[a,b]	4	78	3.0972
	3	66	3.1669
	1	64	3.3320
	2	77	3.3725
	Sig.		.102

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 70.691.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

- Levene's test is significant (0.033) Assumption of Homogeneity of variance is violated
- F (3,281) = 2.995, P =0.031 Omnibus test is significant
- η^2 = 0.03; small effect size
- Hence at least one group differs significantly from others
- However, the Tukey B's post hoc test reveals that there are no statistically significant differences between each of the four groups

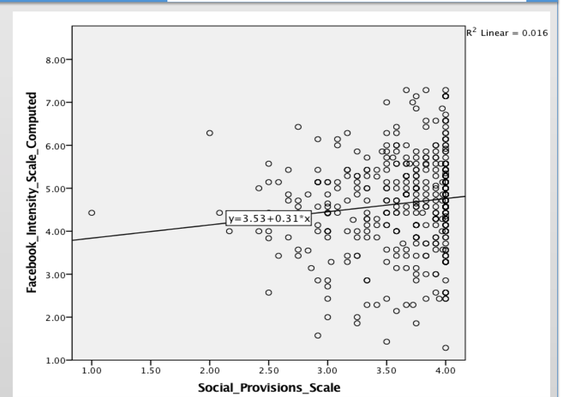
Is there a correlation between a student's dependence of FB & their social relationship with people on their network?

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.125[a]	.016	.013	1.10286

a. Predictors: (Constant), Social_Provisions_Scale

b. Dependent Variable: Facebook_Intensity_Scale_Computed



- F(1,435) = 6.459, p = 0.011
- Mildly positively correlated, R = 0.125
- 1.6 % of variance in the Facebook Intensity Scale can be explained by the variance of Social Provisions Scale
- Facebook Dependency = 0.3(Nature of Social relationships) + 3.53
- For every one-unit increase in the positive nature of social relationships, we expect a 0.3 unit increase in the dependence on Facebook.