

# Facebook, Co-Curricular Involvement, & Their Relationship Status



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# Introduction

# Introduction

## **Today we'll discuss:**

- Background of my research study
  - Astin's (1984) Involvement Theory
  - Facebook use and developmental effects on students
  - Studies on social media & student engagement
- Methodology and findings of my quantitative research study
- Implications for theory, practice, and research

*BUT FIRST...*

What do YOU think?

# Background of my Study

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## **Relationship between Facebook use and co-curricular involvement**

- My co-curricular involvement
- Effective, grounded social media strategies
- Social media & student development

# Involvement Theory

*A brief review of the literature...*

# Involvement Theory

## **Astin's (1984) 5 Postulates:**

1. Involvement requires physical and psychological energy
2. Involvement occurs along a continuum
3. Involvement has both quantitative and qualitative features
4. Development is proportional to the quantity and quality of involvement
5. Education effectiveness is related to the capacity to increase involvement



# Involvement Theory

- Time on task & Quality of effort (Pace, 1982)
- Finite time and energy = Precious (Wilson, 2004)
- Everything affects involvement (Braxton, 2003)
- Face-to-Face vs "Dark side of technology"?  
(Lowery, 2004)

# Facebook Use

*A (less) brief review of the literature...*

# Facebook Use

- 800 Million users worldwide (*Statistics, 2011*)
- 86% of college students (*Smith & Caruso, 2010; Smith, Rainie, and Zickuhr, 2011*)
- 101 minutes per day (*Junco, 2012*)
- 440 friends on average (*Manago, Taylor, & Greenfield, 2012*)
- Quantity vs Behavior (*Junco, 2012*)
- Mobile use

# Facebook Use

## Developmental Effects:

### Negative

- Depression
- Narcissism
- Stress
- Drinking & Partying
- Distraction
- 

### Positive

- Opportunities for participation
- First year transition
- Access to diversity
- Facebook therapy
- Offline social life
- Social capital

# Facebook Use

## **Social Media & Student Engagement:**

- Higher Education Research Institute (HERI; 2007)
- Heiberger and Harper (2008)
- Junco, Heiberger, and Loken (2010)
- Junco (2012)

# Methodology

# Methodology

- Junco's (2012) Facebook instrument
- CSEQ Clubs & Organizations, and Campus Facilities Scales
- 225 responses (22.5% response rate)
  - 207 usable responses

# Descriptive Findings



# Descriptive Findings

## **Facebook Use:**

- 61.26 minutes per day on average
- 50.27 minutes yesterday
- Checked 8.59 times per day on average
- Checked 7.48 times yesterday

# Descriptive Findings

## **Most common Facebook activities:**

- Commenting on content
- Checking to see what friends were up to
- Viewing photos

# Descriptive Findings

## **Involvement:**

- 46.4% involved 1-5 hours per week
- Mean CSEQ total and scale scores:  
Occasionally involved

# Descriptive Findings

## **Most Common Involvement Activities:**

- Meeting students at campus locations
- Using recreational facilities
- Attending campus club or organization meeting

# Data Analysis

Correlation between  
**Time spent on Facebook yesterday**  
**and**  
**Hours of co-curricular involvement per week:**

0.137\*

\* $p < .05$

*Preliminary findings only, please ask  
author's permission before citing*

# Data Analysis

## **Facebook Activity Scales** *(from factor analysis):*

### Interactive Scale

- 1) Posting status updates
- 2) Sharing links
- 3) Sending private messages
- 4) Facebook chat
- 5) Creating/  
RSVPing to events

### Passive Scale

- 1) Commenting
- 2) Checking up on friends
- 3) Posting photos
- 4) Tagging photos
- 5) Viewing photos

### Video Scale

- 1) Posting videos
- 2) Tagging videos
- 3) Viewing videos

*Preliminary findings only, please ask author's permission before citing*

# Data Analysis

## Facebook Activity Scales (from factor analysis):

Table 9

*Correlations between Facebook Activity Scales and Involvement Measures (N = 207)*

	Hours	CSEQ	CF	C&O
FB Interactive Scale	0.199**	0.214**	0.173**	0.190**
FB Passive Scale	0.095	0.161*	0.162*	0.107
FB Video Scale	0.106	0.155*	0.184**	0.065

*Note.* \* = Correlation significant at the 0.05 level.  
\*\* = Correlation significant at the 0.01 level.  
Hours = Hours of Involvement  
CSEQ = Total CSEQ Score  
CF = Campus Facilities Scale  
C&O = Clubs and Organizations Scale

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# Discussion

*Your turn!*

# Discussion

What are some ways you or your institution currently use Facebook that might increase the strength of the relationship between Facebook use and co-curricular involvement?

*For a complete list of tables with my preliminary data,  
go to [bit.ly/FBInvolve](http://bit.ly/FBInvolve)*

# Implications

# Implications

## **Theory**

- Involvement theory?
- Social media as developmental and transitional tool?

## **Practice**

- Facebook acquitted?

## **Research**

- Mobile Facebook use?
- More emphasis on behavior than quantity of use?
- Campus environment?

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*Please stay in touch!!!*