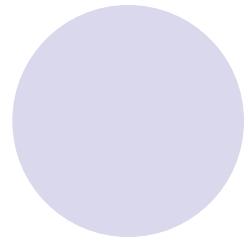
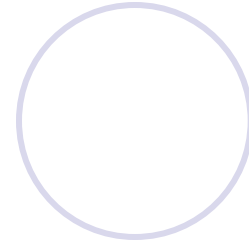
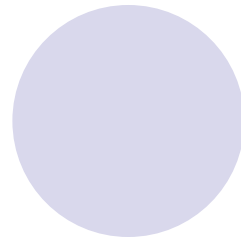
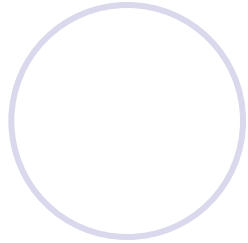
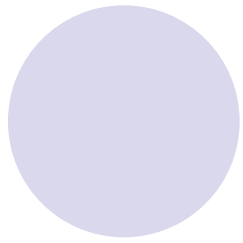




[www.Lostinfacebook.com](http://www.Lostinfacebook.com)

Shelly Sloan, MS, CHES  
Health Promotion Coordinator  
SUNY Oswego



The image features several light purple circles of varying sizes and styles. Some are solid, some are hollow with a thin outline, and some are semi-transparent. They are arranged in a scattered pattern around the text.

**Welcome to Online Social  
Networks!**

**You have 45,620,294,310  
Friends!**

Back in the day...

- To keep up with friends, you actually had to see them
- To organize a party, you had to pick up the phone
- To get a date you had to have chemistry



Now...

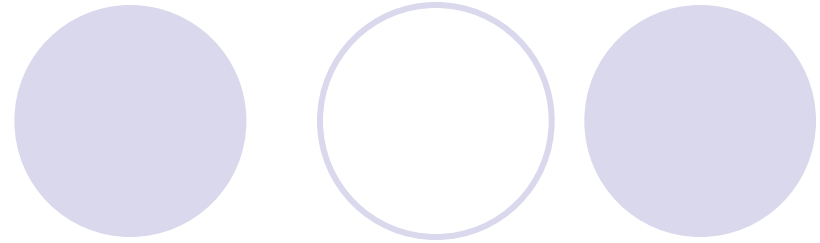
- Thanks to the miracle of online social networking sites, you can manage your friends and your social life without taking your hands off the keyboard!



# Types of online communities

- MySpace
- Facebook
- Livejournal
- Xanga
- Friendster
- YouTube
- Match
- eHarmony
- Etc.

# What is Facebook? How it got started...



- Facebook is a social utility that connects you with the people around you. Facebook is made up of lots of separate networks — things like schools, companies, and regions. Anyone can join.
- Created/founded by Harvard undergraduate Mark Zuckerberg. Originally created to serve as a directory of Harvard students to help identify people in other residence halls. It was expanded for other campuses to connect students at their campuses.



# Facebook stats

- Launched to the public on Wednesday, February 4, 2004
- Has grown to more than 500 million registered users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

\*<http://www.facebook.com/press/info.php?statistics>



# Facebook Stats, con't

- There are more than 150 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
- There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

● [\\*http://www.facebook.com/press/info.php?statistics](http://www.facebook.com/press/info.php?statistics)

# Facebook stats, con't.

- No studies have been done at Oswego to measure or assess student interest or student usage in Facebook. Research measuring overall involvement, time spent, and academic performance would be interesting...
- Both a noun and a verb (Facebook someone= look them up; Facebooking=update, peruse)
- High school version was launched in Sept. 2005
- Now, it is open to anyone!

# How Facebook works



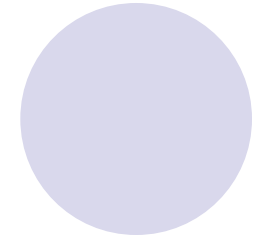
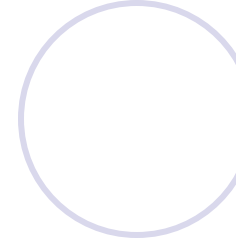
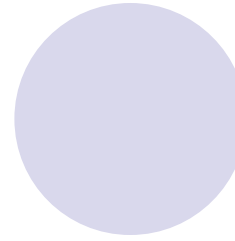
- Requires a valid e-mail address, create a password
- Create your profile; basic information: name, sex, major, birthdate, residence, contact info, personal info, interests, relationship status, professional info, group affiliation, photos, The Wall



# How Facebook works, con't.

- Set your privacy restrictions: who can see me in a search, who can see my profile (everyone? Friends of friends? Just my friends?)
- Search for people you know and request that they be your friend, join groups, view parties, create a photo album, send messages
- Ads on the sidebar that can be used by companies, individuals, organizations
- News Feed

Let's check it out!!

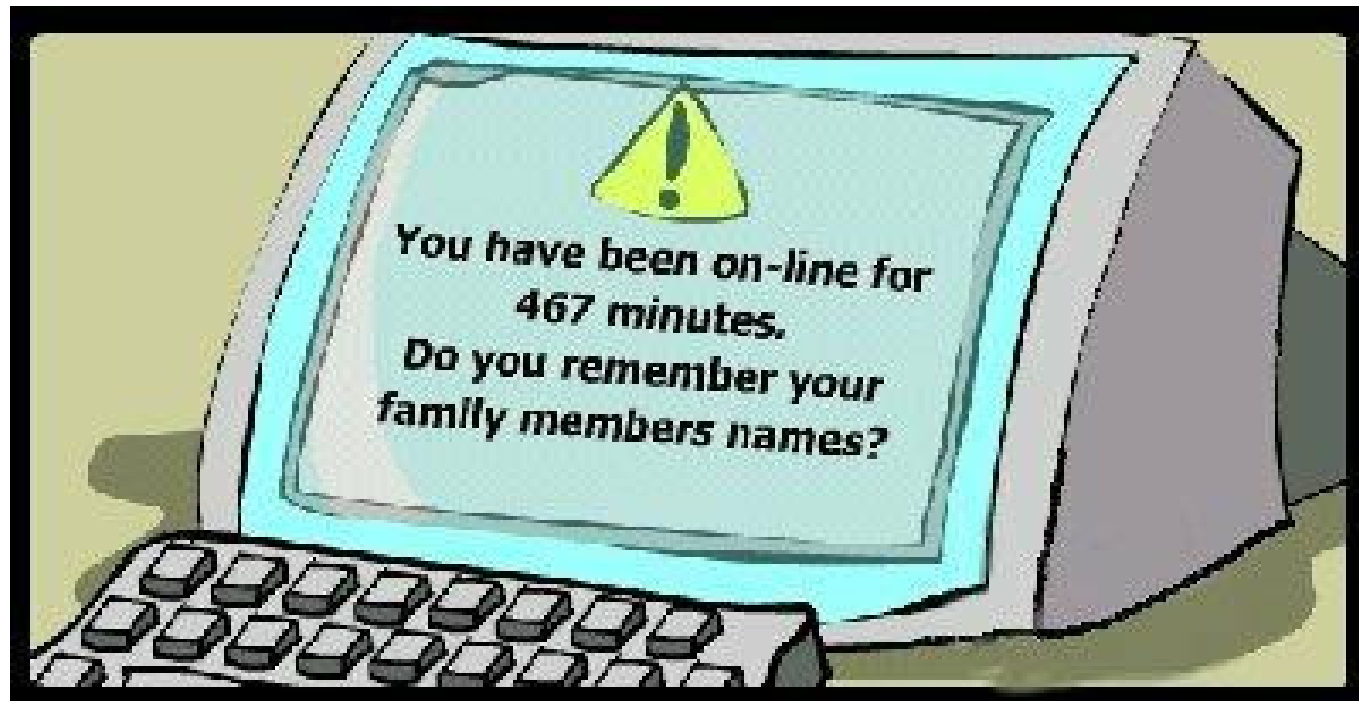
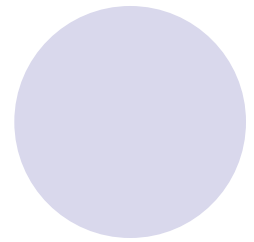
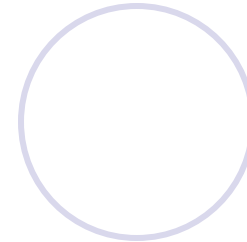
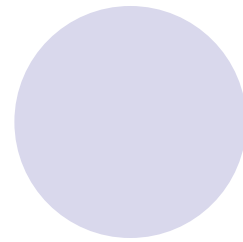
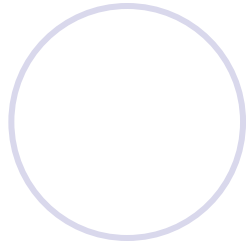
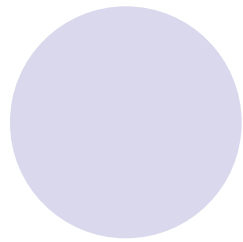




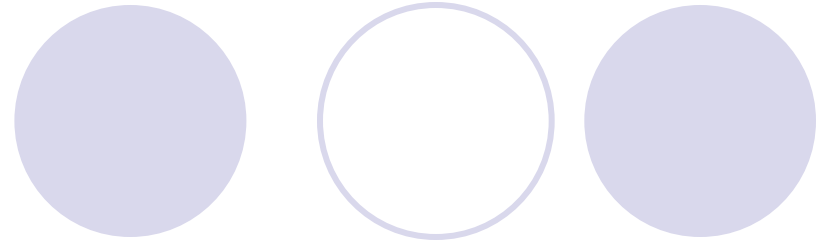
# A sampling of Oswego Facebook groups:

- “I survived the Bridge Street Run” – 175 members
- “Laker hockey rocks” – 149 members
- “Athletes of OSU” – 84 members
- “Al Roker fan club” – 993 members
- “Lifestyles Center” – 305 members
- “Non smoking section” – 134 members
- “We love Toilet Talk” – 163members
- “If this \*&%\$ goes down, at least Toilet Talk saved my life” – 94 members

\*As of October 2010



# What is MySpace? Stats...



- Founded in July 2003 by Tom Anderson and Chris DeWolfe
- Originally began to offer independent musicians free web space to promote themselves and their music (Business Week Online, 2005)
- has more than **122 million** monthly active users around the globe (internal data)
- is the **#9 web domain** and the **#2 social networking site** in the U.S. (comScore June 2010)

\*<http://www.myspace.com/pressroom?url=/fact+sheet/>

# How MySpace works



- Sign up with an active e-mail address and create a password
- Create your profile; basic information: name, sex, birthdate, relationship status, personal info, interests, schools attended, professional info, group affiliation, photos



# How MySpace works, con't.

- Set your privacy restrictions: who can see my profile, who can add me as a friend
- Search for people you know and request that they be your friend, join groups, post photos, send email messages and comments

# How these sites are used by students

- Party notices
- Locate more information about a guy/girl they met at a party the night before
- Embarrass friends
- Self-expression
- Pass time/procrastinate
- Set up study time with other students
- Brag
- Find out what's happening on campus

# How these sites are used by students, con't.

- Contact friends (instead of IM, cell, text or email)
- People-watch (online style)
- Post announcements
- Post photos
- “Poke” other students
- Meet new/other students (particularly first year students)
- Reconnect with old friends from high school/other colleges
- Blog

# Benefits



- Re-connect with old friends
- Make new friends
- Form study groups
- Find out what is going on (activities/events)
- People can connect instantly with a large number of people with similar interests
- Find out common and current issues on your campus

A decorative graphic at the top of the slide consists of two groups of three circles. The first group on the left has a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right. The second group on the right has a solid light purple circle on the left, a white circle with a light purple outline in the middle, and a solid light purple circle on the right.

# Drawbacks

- Stalkers/online predators
- Personal information can lead to potentially dangerous situations
- Content can be viewed by many different people (parents, potential employers, colleges, financial planners)
- Judging people (roommates, etc.)
- We are in the public eye...it's not just about us!
- People are not always who they seem to be!

## Danny

*"Things Could Always Be Alot Worse...Sure."*



Male  
25 years old

Phoenix, ARIZONA

Last Login:  
11/14/2005

[View more pics](#)

### Contacting Danny

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

MySpace URL:

<http://www.myspace.com/p>

### Danny's Interests

#### General

*Photography, Writing, Poetry....I like alot of wierd shit, oh and vampires....gotta love vampires! I just like the idea of being imortal*

Danny is in your extended network

### Danny's Latest Blog Entry [\[Subscribe to this Blog\]](#)

[\[View All Blog Entries\]](#)

### Danny's Blog About me:

**Here's Dannys profile...he likes poetry, plants, flowers and watching movies by the fire.**

*I edited my profile with Thomas' Myspace Editor V3.6!*

*I was born here in this [redacted] they call Phoenix,Arizona.....I wish I could meet a wealthy woman who could get me out of here! Man, I'd give anything for that!!! I am far more ambitious than what I have time for, I've got a ton of ideas,good ideas, and no time to get any of them accomplished. I am a writer, who doesn't have time to write....which is sad. If I had the money to do it I would stay home and write everyday. I like poetry, plants and flowers, and my perfect night would be cuddling by the fireplace watching a movie. I love women, I don't understand them, because the are secretive and neurotic....but, maybe thats why I love them...I guess I like the torture! :) I need a good woman who I can take care of and protect, love and respect....and share life with. Alright.....now I have a bit to complain about..... I am not even HALF of the [redacted] up person, everyone thinks I am. Its a damn good thing that I am a selfish person...otherwise I might give a fuck that those sorry excuse for human beings have no life...I AM THEIR LIFE. Which on my end isnt all that bad, but imagine what those worthless mother fuckers feel like when they go home at night.... Now thats pretty sad, honestly if I were them....I would pick up a bottle of whiskey, drink it all...and put a bullet straight into the side of my head. Because.....If the "CAUSE" you are fighting for, is ultimately causing you [redacted] your life up (neglect your wife or kids...work too many hours..LIE & DECIEVE under the cloak of justice, ect. well, that defeats the purpose of JUSTICE. I understand that some circumstances might require such a feat, However, MY CIRCUMSTANCE IS NOT ONE OF THEM. Honestly its a waste of time*

## Danny's Interests

### General

Photography, Writing, Poetry....I like alot of wierd shit, oh and vampires....gotta love vampires! I just like the idea of being imortal

### Music

favoite band...Blink 182....but I like all kinds of music

### Movies

The Lost Boys....I'll think of more later

### Television

Reality show JUNKIE

### Books

I write more than I read....but I like anything involving the underworld

### Heroes

I'm my own hero!!! :)

### Groups:

JP Photography Fan Club & Castings

[View All Danny's Groups](#)

## Danny's Details

### Status:

Single

### Here for:

Dating, Serious Relationships, Friends, Networking

### Orientation:

Straight

### Hometown:

Unfortunately...Phoenix

### Body Type:

5' 8" / Athletic

### Ethnicity:

White / Caucasian

### Religion:

Wiccan

worthless mother fuckers feel like when they go home at night.... Now thats pretty sad, honestly if I were them....I would pick up a bottle of whiskey, drink it all...and put a bullet straight into the side of my head. Because.....If the "CAUSE" you are fighting for, is ultimately causing you to ~~ruin~~ur life up (neglect your wife or kids...work too many hours..LIE & DECIEVE under the cloak of justice, ect. well, that defeats the purpose of JUSTICE. I understand that some circumstances might require such a feat, However, MY CIRCUMSTANCE IS NOT ONE OF THEM. Honestly its a waste of time and resources that could be used a better way....NO, that SHOULD be used a better way. Our Country is a beautiful place, but there for all'. As a matter of fact, if we keep it up the way it be "Justice" for the Government, and the people can selves.Actually, now that I think about it, its been the now....bout 40 years. We are worse than a communist what to expect. Our Government is so good, that it be BELIEVING they live in a Democracy....Our Country BIG CHANGE in idealism, or I plan on giving up my somewhere, ANYWHERE is bound to be better than . Brother will prove me wrong....but I doubt it.

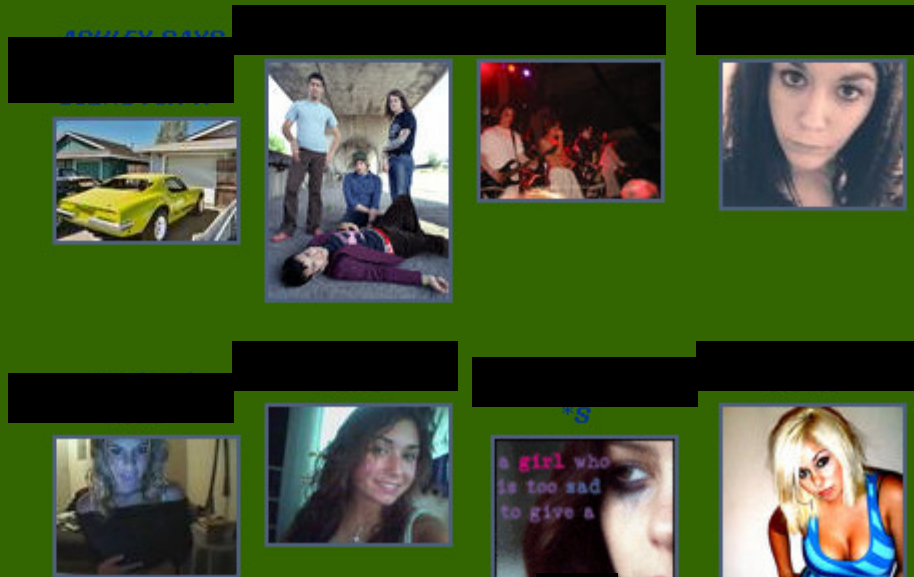
### Who I'd like to meet:

God....if there is one Well, or a Goddess would work!!

## Danny's Friend Space

Danny has 14 friends.

**Danny loves his country and is here for dating, serious relationships, friends and networking. So far he has 14 friends listed**



**1500** NATIONWIDE  
WHENEVER MINUTES™



\$39.99  
A MONTH  
PLUS TAXES AND FEES

**T-Mobile**  
GET MORE MINUTES »

[Home](#) | [Browse](#) | [Search](#) | [Invite](#) | [Rank](#) | [Mail](#) | [Blog](#) | [Favorites](#) | [Forum](#) | [Groups](#) | [Events](#) | [Games](#) | [Music](#) | [Classifieds](#)

Pictures of **Danny**:

[Click Picture for Full View & Comments](#)



looking for a girlfriend

[»Post a Comment](#)  
[»E-Mail to a Friend](#)

0 Comment(s)



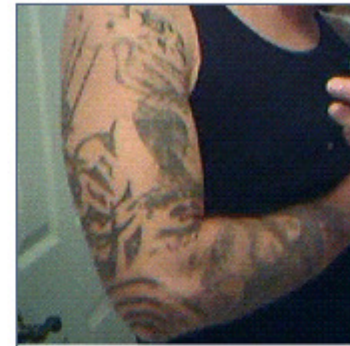
[»Post a Comment](#)  
[»E-Mail to a Friend](#)

0 Comment(s)



[»Post a Comment](#)  
[»E-Mail to a Friend](#)

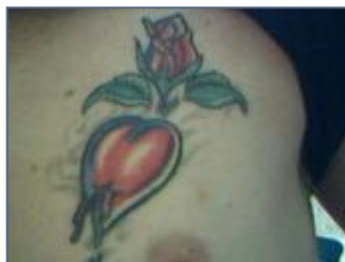
0 Comment(s)



My left arm is sleeved and my tongue is pierced! :)

[»Post a Comment](#)  
[»E-Mail to a Friend](#)

1 Comment(s)



[»Post a Comment](#)  
[»E-Mail to a Friend](#)

0 Comment(s)

**Danny has posted some  
pics of his tattoo's...**

**Says here that he is  
looking for a girlfriend!**



Home

SERVICES

- >> SEARCH
- >> LAWS
- >> NOTIFICATION PROCESS
- >> FAQ
- >> CONTACTS
- >> SEX OFFENDER FACTS
- >> SITE MAP
- >> DOWNLOADS
- >> HOME

Sex Offender InfoCenter



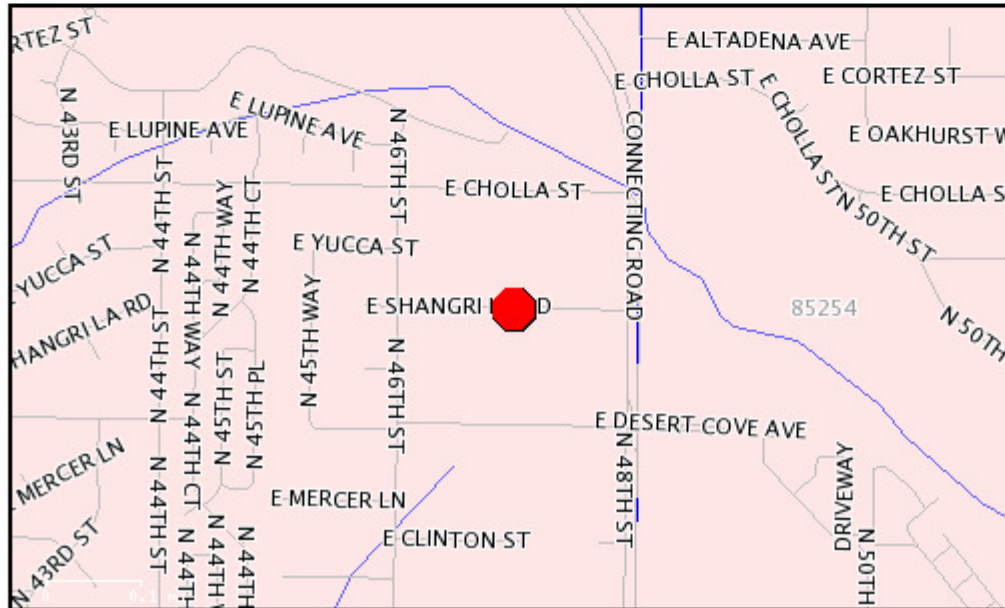
Phoenix, AZ 85028  
 Last Verified: 06-06-2005  
[\(See map below\)](#)

Race: W                      Age: 32  
 Height: 5'8"                Weight: 160  
 Eyes: Grn                 Hair: Red

**Risk Level:** (3) High  
**Offense(s):** Luring a Minor for Sexual  
**Convicting Jurisdiction:** Gila County

**Hey! There's Danny.  
 Surprise! His MySpace page  
 never mentioned that he is a  
 level 3, high-risk sex  
 offender.**

ANY USE OF THIS INFORMATION TO THREATEN, INTIMIDATE, HARASS, OR CREATE A CRIMINAL ACT AGAINST ANOTHER PERSON WILL RESULT IN CRIMINAL PROSECUTION.



- Zoom: 1 Mile Wide
- Zoom: 2 Miles Wide
- Zoom: 3 Miles Wide



# What's the big deal?



- Groups – one person representing all
- Potential employers using this as hiring tool
- Public invitations to parties
- Glorifies sex, drinking (often underage) and drugs
- Gambling
- Inappropriate comments re: coaches, other athletics teams, professors, peers, etc.



# What's the big deal? con't

- Many underage students include photos of themselves with alcohol with some making references to drugs and sex. These postings are a particular danger for student leaders, who often sign a code of conduct and are looked at as role models by their peers



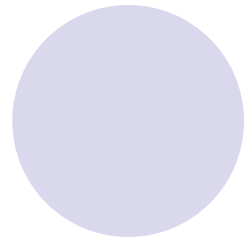
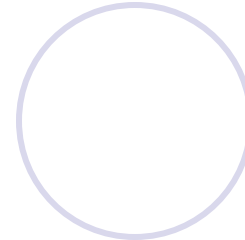
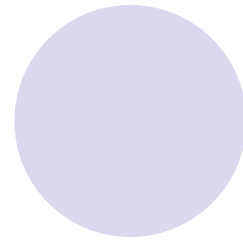
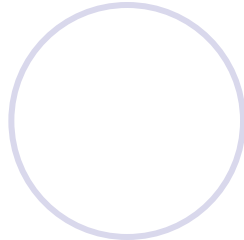
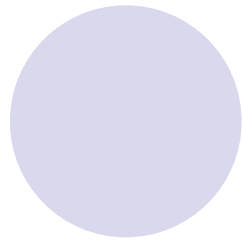
# What's the big deal? Con't.

- Security/stalking/sexual assault (people list their addresses, cell #'s, class schedules)
  - A University of Toledo freshman reported that unwanted male visitors show up at their rooms after seeing posted personal information on Facebook (Buckman 2005)
  - “At best, Facebook is a stalking service. It's taboo to talk about it but everyone uses it that way” (SUNY Oswego student 2006)



# What's the big deal? con't

- Brandeis reviewing student applicants
- “T.J. Barber, Associate Director of Campus Life at Trinity University indicated that there was an instance where a graduating senior lost a job at Disney due to her Facebook account contradicting some of her answers from an interview and information obtained from her resume” (Montermini 2005)
- Corporate recruiters, enticed by the prospect of gaining a new perspective on applicants, have begun to utilize Facebook.com to perform the equivalent of a background check.” (Mossavar-Rahmani 2005)



# Examples of unwise things students post on Facebook

A Fisher College student (the SGA President) created and participated in a group aimed at removing a campus police officer. “Either we get a petition going or we try and set him up. He’s got to do something wrong, in either case, he’s gotta foul up at some point...anyone willing to get arrested?” (Schweitzer 2005).

The student was expelled from Fisher College, marking the first and only occurrence of a student being expelled for *Facebook*-related activities (Woo 2005).

# Examples of unwise things students post on Facebook, con't

- A Mesa State College student was dismissed from the school government position because of a photo that was posted on Facebook.

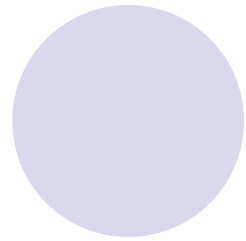
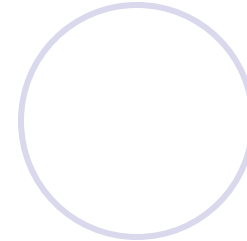
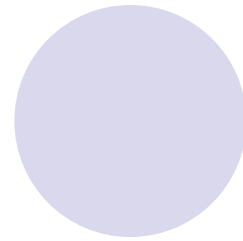
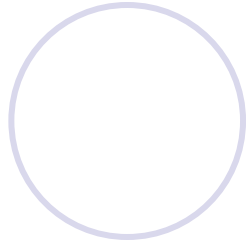
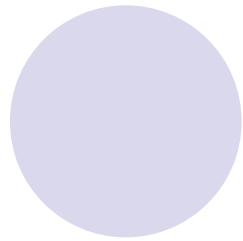
# Examples of unwise things students post on Facebook, con't

- Two Louisiana State swimmers were kicked off the team for criticizing their coaches on Facebook.
- A University of Colorado offensive tackle was suspended from a bowl game in December for sending a racially threatening message through Facebook to a Colorado cross-country runner.

# Examples of unwise things students post on Facebook, con't

- Several members of the Northwestern University women's soccer team were suspended after photos of a hazing incident, featuring underage drinking, appeared on the Web site [BadJocks.com](http://BadJocks.com).
- Four members of the San Diego State women's soccer team were suspended after photos of alcohol drinking and snide remarks about soccer practices were posted on [MySpace.com](http://MySpace.com).

SOURCES: USA Today, [SignOnSanDiego.com](http://SignOnSanDiego.com); [dailynexus.com](http://dailynexus.com); [TautonGazette.com](http://TautonGazette.com)





# How does this affect student leaders?

- They are role models to their peers
- If they are not practicing healthy behaviors, but are preaching them, they could lose credibility with their peers



# Safety rules

- If anyone threatens your safety online you can report it to the police and the internet provider.
- In some cases where enough evidence exists, arrests can be made. Reporting to the police can be a step in the right direction.
- Remember that the internet should be a place that connects you to others and to information that adds a positive influence to you life.

## Safety rules, cont



- If you or your child is being harassed by someone online you can block that person from accessing your profile.
- However, there are still ways that a determined person can circumvent being blocked so the best tactic is to be very selective as to what info you put out there and who you let have access.



# The good and the bad

- For your picture, use something meaningful to you—like a pet, sunset, etc.
- Don't connect your screen name to your Facebook profile, especially if you have your address, phone number and class schedule
- Ask friends to refrain from writing your first and last names on your wall or comments page
- Only add people that you personally know
- Limit the amount of personal information on these sites—most information is not required



# How can we best utilize these sites?

- Check student profiles-controversy
- Learn about “hot” issues on campus
- Advertise programs and events
- Get an attendance estimate for events

# Lifestyles and Facebook...how we use it!

- Take photos at events and encourage our students to “tag” themselves
- Giveaways
- Advertise programs (Street Outreach, flu shots, late night programs, etc.)
- Upload flyers and posters
- Connect to website

# Things to consider



- Profile versus “like” page
- Adding students or waiting for them to add you
- Liability...
  - Allowing students to see and write on your “wall”
  - Allowing students to email

# Why should you care about Facebook?

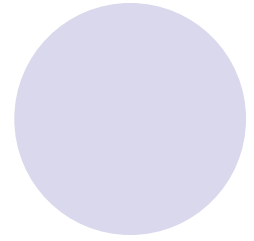
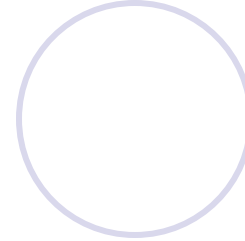
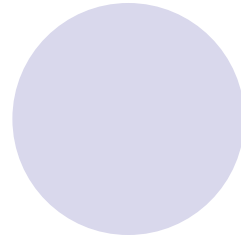
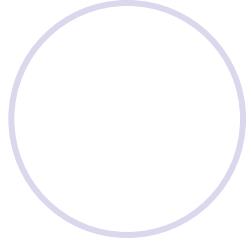
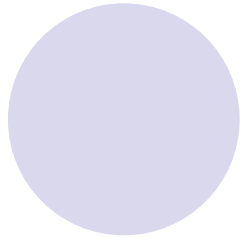


- What students say about their addiction:  
“Sometimes I’ll sign-off Facebook and just stare at the screen like a cocaine addict looking at the edge of the coffee table, thinking to myself, ‘well, I’ve really got nothing better to do right now,’ and then I sign right back on”
- “To tell you the truth, I am on it all the time...it is the first thing I do the second I step in my (dorm) room. When I had to write a 10 page paper last night, I literally checked it maybe every 15 minutes.”



# Why should you care? con't

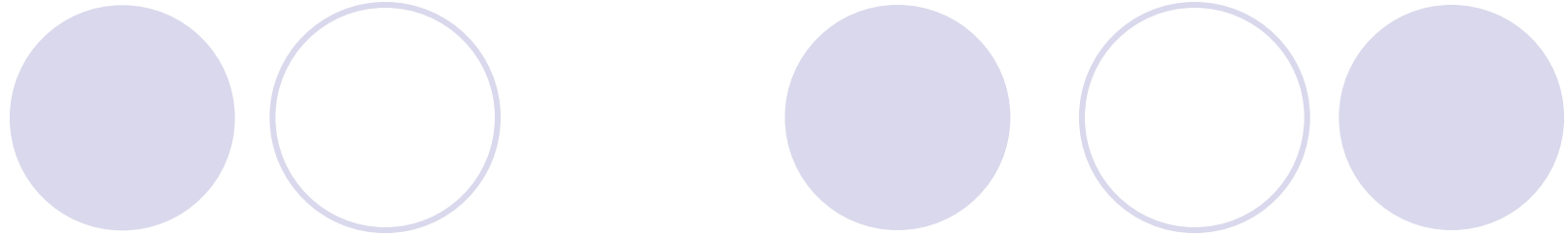
- Facebook is helping to perpetuate stereotypes that colleges fight against everyday
- It is a tool colleges can use to connect with our students
- Responsibility to educate on the potential dangers and consequences
- Offers valuable lessons about privacy, image, free-speech NOW rather than later when it may be too late





# What schools are doing

- Some Athletic Directors are asking athletes to delete profiles or not to post obscene language, photos from parties with alcohol or make references to drugs or sex.
- Some schools are developing task forces and/or policies to address this issue
- Many utilize it for advertisement of offices, events, etc.



- "My basic policy is, 'If your mom got on your MySpace, would she be embarrassed and would you be embarrassed?' That's how I judge it," CU football coach Dan Hawkins said. "Usually during the year, I'll pull up a few guys' names, and if there is anything derogatory on there, I'll just make a copy of it and send it to their mom."



# What can we do?

- Challenge your students/children
- Be proactive
- Educate
- Use privacy settings
- Encourage our students not to create or join groups OR post photos of which they would not be proud to tell their mother or grandmother they are an 'active' member.
- Take advantage of this resource (advertising, etc.)



Here's the bottom line for students...

- Think about what you are posting
- Don't put yourself in situations....
- Remember that you represent several things:
  - Yourself
  - Your family
  - Your peer group
  - Your college



# Questions for our students...

- Have you done everything you can to ensure your safety?
- If you choose to hide it, who is winning?  
(And why are you doing it to begin with?)
- Why would you risk everything you have worked for and dedicated yourself to?



Let's hear from YOU!

- Are you using Facebook on your campus?
- How?
- What has the response been?
- Challenges?
- Advantages?



Thank you!

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