The influence of Facebook in American Society

~ Is facebook a beneficial tool for your life? ~

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Contents

1. Introduction

A. Motivation

On the way to Stanford, I watched the movies named "The Social Network" in the air plane and it was third time for me to watch it. The movie is about Facebook which is the most popular social networking service in the world. We can share our photos and exchange messages on it. After I came here, I was really surprised by that we are connected and contact each other by it during the program. Furthermore, I am not interested in its service but also the company in itself. Facebook is one of the most growing company even in the Silicon Valley. In the article" Is Facebook really worth $50 billion? ", The Economist explains that Facebook is evaluated as $50 by Goldman Sachs and ready for IPO (Initial Public Offering) next year though they are not sure it worth the price.

I found that Facebook is more popular in Japan and thought it has some influence on American society. I think it has both positive and negative influences especially on young generation. That's why I chose the topic "The influence of Facebook in American society ~ Is Facebook a beneficial tool for your life? ~".

B. Hypothesis

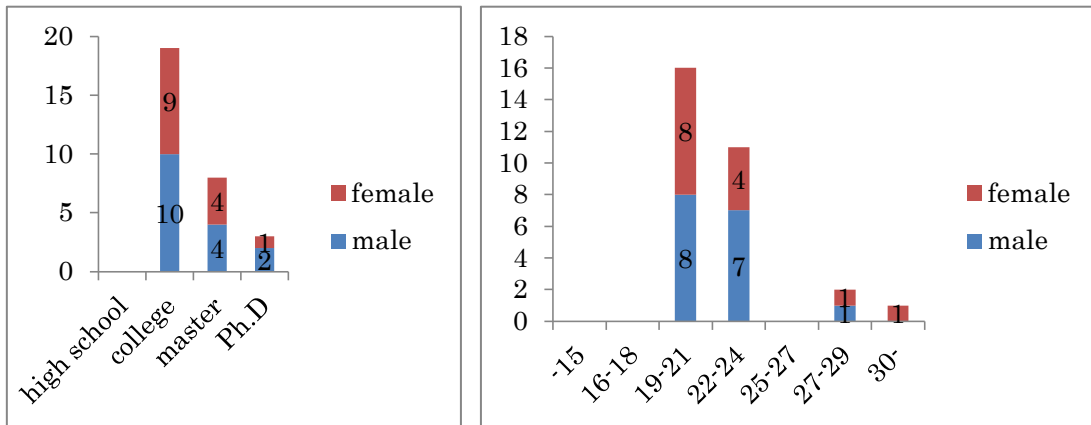My hypothesis about this topic is the statement below.

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<u>"The Facebook has more negative influence on American society."</u>

Recently, I feel like I am a little addicted to Facebook. It distracts me from studying and it takes too much time. In the article "Twitter and Facebook: Productivity or Distraction", Brian Solis exclaims that some think that kind of online activities decrease their productivity. Also I worry about privacy problem on Facebook. In the article "Exclusive: The next Facebook privacy scandal", Chris Soghoian exclaims that applications on Face book have serious problem about user's privacy because many are needed far more personal date of users.

2.   Method& Results

A. Basic information about participants

My survey is based on 30 interviewees, all are from Stanford university (16 male/14 female), and their education situation is below (19 of them are college students, 8 of them are in master degree and 3 of them are in Ph.D degree.). Also their age is below (16 of them are from 19 to 21, 11 of them are from 22 to 24, 2 of them are from 27 to 29 and 1 of them are over 30).

Left chart (education level):

high school, college, master, Ph.D — female / male

- college: female 9, male 10
- master: female 4, male 4
- Ph.D: 2

y-axis: 0, 5, 10, 15, 20

Right chart (age):

-15, 16-18, 19-21, 22-24, 25-27, 27-29, 30- — female / male

- 19-21: female 8, male 8
- 22-24: female 4, male 7
- 27-29: male 1
- 30-: 1

y-axis: 0, 2, 4, 6, 8, 10, 12, 14, 16, 18

B. Results& Analysis

1. Popularity of Facebook

The results from Q.1 to Q.5 show how popular Facebook is. About Q.1 (Do you have an account on Facebook), all interviewees answered yes. About Q.2 (When did you start using Facebook?), all interviewees answered "more than 1 year ago". From these results, it can be said that Facebook has been popular from long time ago.

Also, the result of Q.3 (How often do you get on FB per day) show that more than half of interviewees get on Facebook at least 4times and almost one third of interviewees get on 9 times per day. The result of Q.5 (How many 'friends' do you have on FB?) shows that about 73% of interviewees have more than 500 friends on Facebook.

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Q.3 How often do you get on FB(per day)?

**Q.5 How many 'friends' do you have on FB?**
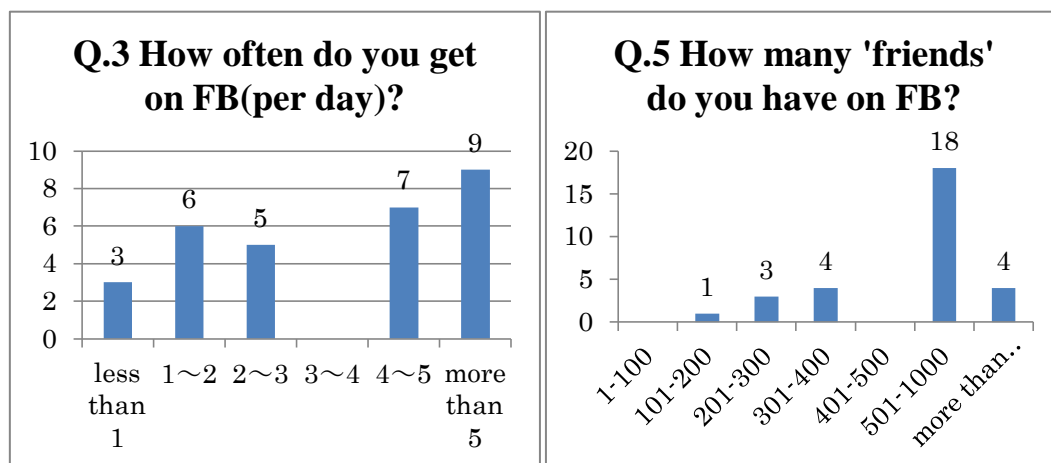
2. Usage of Facebook

Now Facebook has a lot of functions like uploading and sharing photos, playing games (Zynga, which is one of the growing social game companies, has cooperated with Facebook recently.) exchanging short messages and so on. The result of Q.7(What tool on Facebook do you mostly use?) show how interviewees use Facebook. Except for the one who chose "other (news feed)", all interviewees chose "photos" or "messages".

3. Facebook Addiction

I also surveyed about addiction of Facebook which is one of my hypotheses about the negative impact of Facebook. The result of Q.8 shows that half of interviewees think they are addicted and 10% of them think they are too addicted. Also, the result of Q.9 (After you started using Facebook, do you spend more time in face to face communication with your friend or spend less time than before?) shows that about

66% of interviewees think they spend less time in face to face communication with friends.
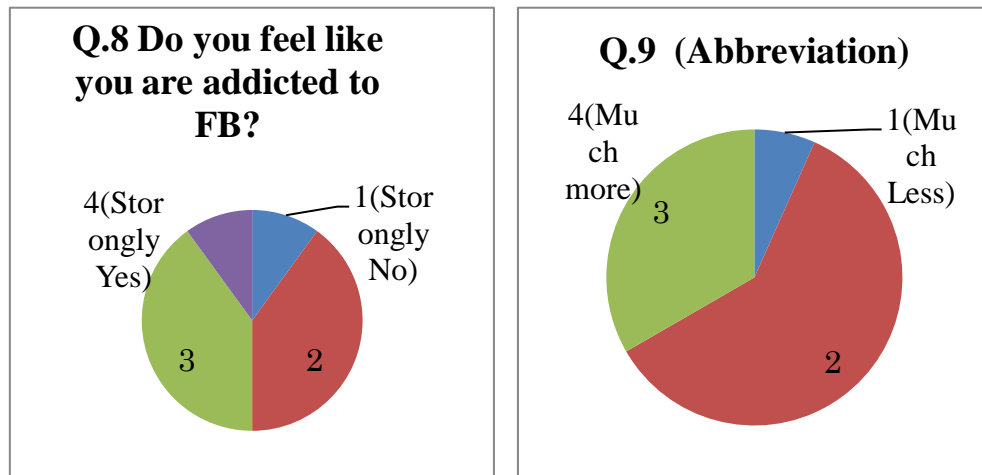

4. Privacy Problem

The result of Q.6 (Are they all friends you have actually met before?) shows that about 83% of interviewees' communicate with those who they have already met before. And, Also, from the result of Q.10 (Which is the your privacy situation on Facebook?) shows that only one interviewee open his profile to "all users" and one third of them open to "friends' friends" and about 63% of them open to "only friends".

Also, the result of Q.11 (Do you care about privacy problem on Facebook?) shows that about 77% of interviewees care about the privacy problem and one third of them strongly care about it.

From these results, it can be said that they tend to be strongly careful to the privacy problem on Facebook.

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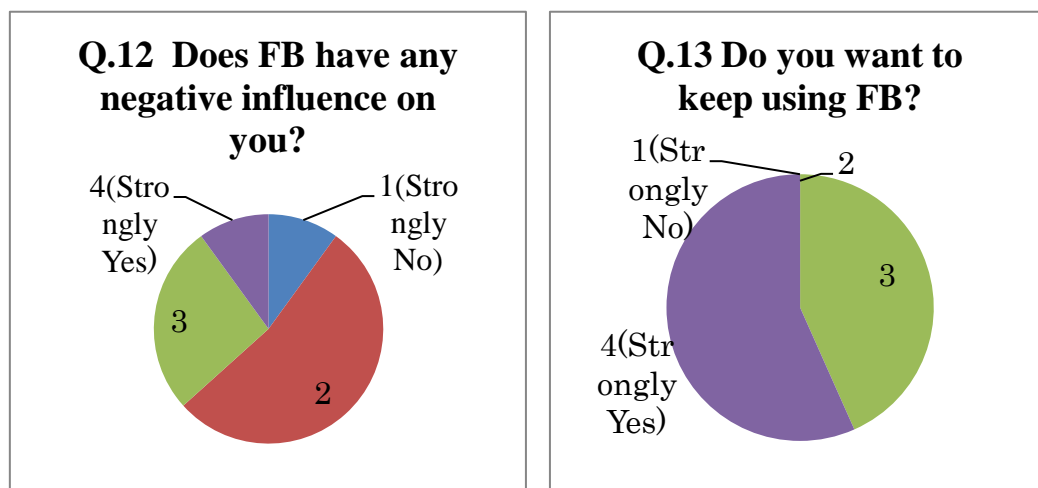**Q.11 Do you care about privacy problem on FB?**
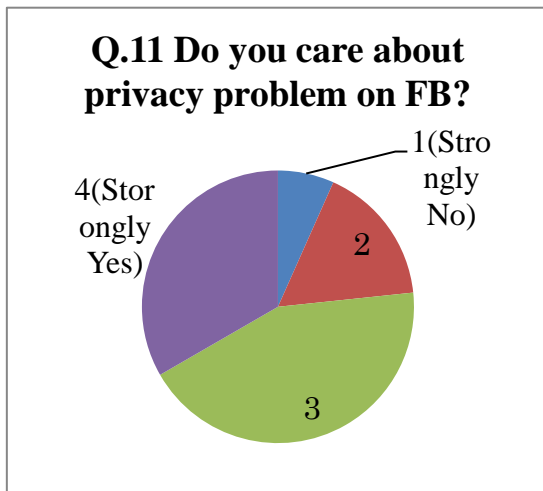
5. Negative Influence?

The result of Q.12 (Does Facebook have any negative influence on you?) shows that about 63% of them think they don't have so much negative influences and about one third of them they have. The reasons why they think they have negative influence by Facebook are below.

・It takes too much time

・It distracts them from school work

・It makes them too much concerned about others

・It decreases face to face communication

・It is open to too many people

It can be said that some people feel negative influence like above, but it is

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difficult to conclude that Facebook has negative influence on them because only one third of them think so. Also, the result of Q.13 (Do you want to keep using Facebook?) shows that no interviewee do not want to keep using Facebook and 56% of them strongly want to keep using it.

From these results, it can be said that interviewees think the advantage of Facebook is more than the disadvantage of Facebook.

Q.12 Does FB have any negative influence on you?

4(Strongly Yes)

3

2

1(Strongly No)

Q.13 Do you want to keep using FB?

1(Strongly No)

2

3

4(Strongly Yes)

3. Conclusion

A. Conclusions

<u>"American people feel some negative influences of Facebook"</u>

From my research about the influence of Facebook in American society, I found that Facebook is already so popular among them, and some of them feel that Facebook has negative influence on them like it takes too much time, it distracts them from study

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work and it is too open. They think they are too addicted to Facebook and they care about privacy problem on it.

<u>"However, they think the advantage of Facebook is more than its disadvantage"</u>

 The results show that they want to keep using Facebook and they think the adcantage of it is more than the disadvantage of it. Even though they have some negative influence described above, they think they can control themselves and make use of it. I think it is true, but I am not sure about future. The more people use it, the more addicted they get. And, it is proven that privacy problems, communication problem (it means Facebook decreases face to face communication) and distraction problem certainly exists among them by survey. I think those kinds of problems will be serious in the future.

 B. Limitation

  Before my concluding, I have to mention limitation of this thesis. First, I should ask more interviewees to make it more credible. I think 30 people is not enough to analyze the American culture. Also, if I had more time in researching, it would be better.

4. Bibliography

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5. Appendix

Survey Question

Sex: Male Female
Age: -15 16-18 19-21 22-24 25-27 28-30 31-
Education: high school college master's degree ph.D

_____

1. Do you have an account on Facebook?
  Yes/No

※if no, why(   )

2. When did you start using Facebook?
 1month ago   3month ago   6month ago   1year ago   more than 1 year ago

3. How often do you get on Facebook?(per day)
 less than 1   1-2   2-3   3-4   4-5   more than 5

4. How much time do you spend on Facebook each time you long in?(at a time)
0-15minutes 15-30minutes 30-1hours 1hour-2hours more than 2hours

5. How many "friends" do you have on Facebook?
1-100 101-200 201-300 301-400 401-500 501-1000   more than 1000

6. Are they all friends you have actually met before?
 Yes/No

7. What tool on Facebook do you mostly use?
 photo   message   video   events   notes   games   application other(   )

8. Do you feel like you are addicted to Facebook?
 1   2   3   4 (1:strongly no   4:strongly yes)

9. After you started using Facebook, do you spend more time in face to face communication with your friend or spend less time than before?
 1   2   3   4 (1:much less   4:much more)

10. Which is the your privacy situation on Facebook?
All users   Friend's friends   only friend

11. Do you care about privacy problem on Facebook?
1   2   3   4 (1:strongly no   4:strongly yes)

12. Does Facebook have any negative influence on you?
1   2   3   4 (1:strongly no   4:strongly yes)

（If any opinion）

13. Do you want to keep using Facebook?
1　2　3　4　（1:strongly no　4:strongly yes）
（If any opinion）

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