Facebook: Analyzing Its Perceptions on a University Campus

Katie Fager  
*Huntington University*

Ashley Hendrix  
*Huntington University*

Seth Miller  
*Huntington University*

Chevonne Shaw  
*Huntington University*

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Past research has shown differing factors in the development of perceptions in regard to Facebook. This research study looks at how these differing factors affect the perceptions of Facebook on a university campus. More specifically, this study compares the differences in perceptions university students have of Facebook to those of university professors, faculty, and staff. Some areas of difference found in this study were differing views on the safety of Facebook, differing purposes for owning a Facebook, differing "friending" policies, and differing views on what topics are appropriate to discuss publicly on Facebook. This research group, which completed its study at a small, Midwestern university, analyzed its results using a t-test.