

facebook 101 for educators

College professors of all ranks and disciplines are connecting with students and sharing information through social networking sites like **facebook**

"**Facebook** ranked as the most popular website among the 18-to-24" (Source: Bulik, B. S. (10/8/2007). Apple, **Facebook** tops for college students. Advertising Age)

what is facebook? what is social networking?

Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. (Source: About Facebook - <http://www.facebook.com/press.php>)

Social Networking

Social network sites (SNSs) allow individuals to present themselves, establish or maintain connections with others. These sites can be oriented towards work-related contexts, romantic relationship, and connecting those with shared interests. (Source: Ellison, N. B., Steinfield, C., & Lampe, C. (2007). <http://jcmc.indiana.edu/vol12/issue4/ellison.html>)

Chris Hughes, a spokesperson for **Facebook**, says "the company thinks of itself more as a directory grounded in real life rather than a social network creating connections between strangers. We are not focused on meeting new people, dating or anything like that. Instead, we want to manage information efficiently so that we can provide our users the information that matters most to them." (Source: Knowledge@Wharton, 2006)

what are common facebook features?

- ☞ Profile
- ☞ Applications
- ☞ Messaging
- ☞ Wall
- ☞ Discussion boards
- ☞ Networks
- ☞ News
- ☞ Poking

what kind of information do people post about themselves?

- ☞ AIM Instant Messaging Screen Name
- ☞ Class Schedules or *Office Hours*
- ☞ Personal E-mail address or *ACC email address*
- ☞ Home Phone Number or *Office Phone Number*
- ☞ Hometown address or Campus Address
- ☞ Local Address
- ☞ Major
- ☞ Mobile Phone Number
- ☞ Relationship Status
- ☞ Website
- ☞ Year Graduated
- ☞ Other...

how should educators use facebook?

- ☞ Developing Learning Communities in **Facebook** at ACC and Other Colleges
- ☞ **Facebook** Outreach (e.g., New **Facebook** Chat
- ☞ Professional Networking
- ☞ Professional Web Pages
- ☞ Class Collaboration (e.g., **Facebook** study group)
- ☞ **Facebook** Pages for Advertising
- ☞ Add Courses
- ☞ Quizzes
- ☞ Class Blogging and Journaling
- ☞ Virtual Reference
- ☞ Search Library Catalog
- ☞ Students can post comments about a course to the dedicated wall.

Facebook for faculty, too

Professors use site to get to know classes

By KRISTA HUMPHRIES
Staff Reporter

"How cool are you? You're on Facebook!" a TCU professor's stepson told her after he found her profile on the popular Web site.

Almost 7,500 TCU accounts are registered on Facebook, a Web site students check as often as their e-mail.

But the Facebook is not reserved for students only.

Fourteen faculty members are registered on Facebook; Nine joined this semester.

Carol Thompson, an associate professor of sociology, is a TCU faculty member on Facebook and is seen as "cool" by her stepson at the University of California, Berkeley.

Student office workers in the sociology department told Thompson she should join Facebook. After finding out another professor in the department, Michael Katovich, was a member, she said she decided it might be a good idea.

EXTRA INFO

Facebook Professors

• There are currently 14 professors' profiles on Facebook.

"(Facebook) makes me feel like I'm wired in," Thompson said. "It's another tentacle in a social network."

Thompson uses Facebook as a tool to get ideas for her classes.

In her social theory class, she showed clips from "Office Space" to demonstrate points in the lesson. It was because

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(Graphic from TCU Daily Skiff, October 27, 2005)

what applications can educators add?

- ☞ Google News **Facebook**
- ☞ Flog Blog: RSS to **Facebook**
- ☞ LibGuides **Facebook** Application
- ☞ Wiki Whiteboard | **Facebook**
- ☞ Educational Applications: <http://www.facebook.com/apps/index.php?category=6>
- ☞ **Facebook** Application Directory: <http://www.facebook.com/applications/>

where do I find more information about facebook?

:: *College Instructors and Social Networking*

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Educational Uses of **Facebook**. Retrieved from, <http://lrc.umanitoba.ca:83/wiki/Facebook>

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Facebook for Dummies. Retrieved February 6, 2008, <http://www.facebook.com/pages/Facebook-for-Dummies/7087758108>

7 Things You Should Know About **Facebook**: Educause Connect. Retrieved from, <http://connect.educause.edu/Library/ELI/7ThingsYouShouldKnowAbout/39394?time=1206418795>

Facebook Developers - <http://developers.facebook.com>

Facebook Application Directory - www.facebook.com/applications

Facebook Application stats - www.adonomics.com

Higher Ed Applications list - www.collegewebeditor.com/fbapplications

:: *Tutorial(s)*

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