A Survey of Social Media Usage Integrating Daily Facebook Participation Time with In-Person Social Interaction among College Undergraduate Students

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ABSTRACT

The initial stage of this academically-sanctioned research study gathered basic demographic information from a selected sample of university undergraduate students in an array of courses administered by faculty members and research members of this study. The stated questions elicited student responses in twenty-four aspects of the social networking spectrum involving student opinions, concerns, attitudes, practices, personal participation and usage parameters. The research model is based on the resulting relationship of the dependent variable, which is the frequency of Facebook usage, and the independent variables of religion/ethnicity, academic major, access device, and employment status. From these data, four null hypotheses were developed and tested. Usage hours were compared and correlated across the four independent variables. Conclusions were statistically derived, resulting in the retention of three null hypotheses, and the rejection of one null hypothesis.

Keywords
Facebook, academic performance, undergraduate student, access device, academic major, employment status, ANOVA,