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Who's Reading Your Wall? The Relationships among User Characteristics, Usage and Attitudes Regarding Official Academic Facebook Sites

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ABSTRACT

As social networking websites continue to rise in popularity, their role as a communications tool for academic institutions raises intriguing questions. This is especially true of Facebook, which was originally begun as an exclusively college-based social network. Facebook potentially represents an opportunity to cost-effectively communicate with students, faculty and other members of the college community. The goals of this study were to provide descriptive statistics that might aid in better understanding if students currently do or do not visit academic Facebook pages and why they visit those pages, what is most likely to cause them to visit academic Facebook pages, and how universities might best utilize this tool as a means of communication. The implications of that data could be extremely useful, especially in regards to resource allocation and future university communications.