

### Decline of Young Users on Facebook

Fazia Ali

#### Introduction

Many Facebook users have recently deleted their accounts. This project examines the reasons behind this change, and examines where users have gone and why they like the new sites.

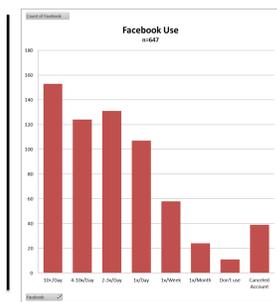
#### Findings

Facebook has more cancellations and more people that no longer use their accounts.

Many said that Facebook has privacy issues and is now boring, unlike Instagram.

Facebook isn't "what it used to be."

"It's too much drama, and too much people are in your business - family too!"



#### Conclusions

Facebook seems to be dying out the way MySpace did; users do not seem to stay with one site for very long.

#### References

Blowers, Helene. "From Realities To Values: A Strategy Framework For Digital Natives." *Computers In Libraries*.

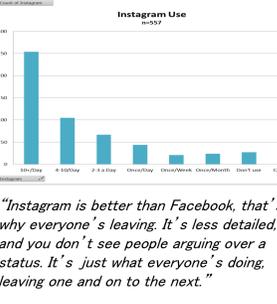
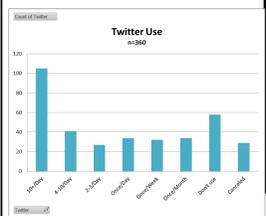
Grayson, Robert. "Managing your digital footprint." *Rosen Central*, 2011.

Stieger, Stefan, et al. "Who commits virtual identity suicide? Differences in privacy concerns, internet addiction, and personality between Facebook users and quitters." *Cyberpsychology, Behavior, and Social Networking*.

#### Method

- Survey of 690 young people about internet use.
- In-depth interviews with young people about internet use.
- Ethnographic observations.
- Literature review on topic.

Many FB users turned to other social networks, but success for some of these sites was mixed.



"Instagram is better than Facebook, that's why everyone's leaving. It's less detailed, and you don't see people arguing over a status. It's just what everyone's doing, leaving one and on to the next."

### Digital Footprint

Andy Alvarado

#### Research Questions

How vulnerable are young people that use social media accounts?

What they are doing about the problem?

#### Methods

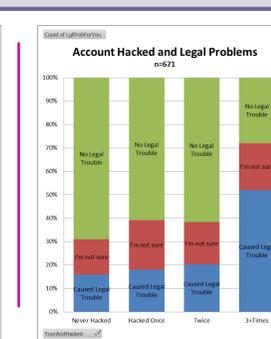
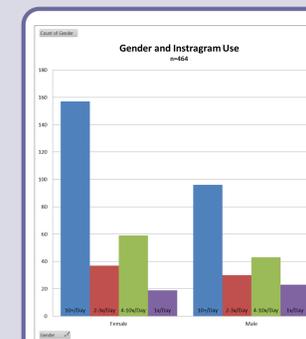
- A survey of 690 young people about internet use.
- In-depth interviews with young people about internet use.
- Ethnographic observations.
- Literature review on digital footprints.

#### Survey Findings

Survey findings show that Instagram, for example, is very popular. More than 1/3 are heavy users, and women are especially active.

#### Interview Findings

- But despite heavy media use:
  - "I watch what I post. I've heard too many stories about people getting fired over something on Facebook."
  - "They should make company spying illegal. What I post on my page should be my business, not theirs."



#### Conclusions

Many young people are heavy users of popular internet sites, but they are more cautious about what they post.

Most users believe that spying on internet users by employers should not be allowed.

### The Darwinism of Social Media

Jane Polack, Jenna Lipsitz, and Chris Smith

#### Introduction

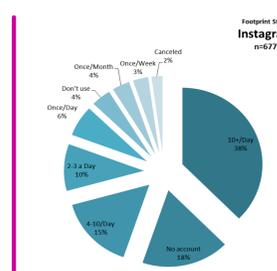
As one social media network rises, another falls. New things constantly come out that shift attention from one to another. As Instagram became more popular, less people started using Facebook.

#### Findings

38% of people surveyed said that they checked their Instagram at least 10 times a day.

4% of people surveyed said that they don't use Instagram at all.

Only 2% of people surveyed said that they canceled their account.



#### Conclusions

As Instagram started becoming more popular, Facebook started to fade out.

Nobody wants to use something that is no longer fun.

#### Methods & Materials

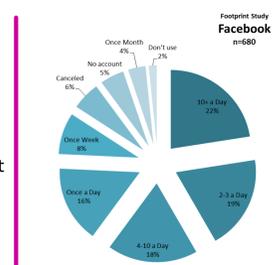
- 690 people were surveyed and the results were recorded in charts and graphs
- 6 in-depth interviews to gather information
- We combined our gathered data and made charts and tables

#### Findings

22% of people surveyed said that they checked their Facebook at least 10 times a day.

2% of people surveyed said that they don't use Facebook at all.

6% of people surveyed said that they canceled their account.



#### References

Geekwire: Why the downfall of Facebook is more possible than you think  
<http://expandedrambling.com/index.php/resource-how-many-people-use-the-top-social-media/>

### Mama Facebook

Esther Oh

#### Introduction

The internet has changed the way that we interact with each other.

#### Research Question

Are moral values formed and shaped in person or online? Are they different?

#### Interview

"We live in a virtual society. People are defined by how many likes or comments they get." -John Jay College Junior

#### Findings

- Observations in Flushing, NY, Internet cafes
- Cafes open 24/7, crowded with people 17-30
- Most people did not wish to participate; they were too busy online to participate in this study

#### Findings

Teens finding their "true identity" seem to be increasingly influenced by social media.

Social media has caused peoples voice to amplify behind the screen, but silenced them in person.

#### Conclusion

Like the movie *Metropolis*, we're all enslaved to technology and the desire to fit in, even if it means shifting morals.

#### References

"Twitter and Facebook Could Harm Moral Values, Scientists Warn." The Telegraph. Telegraph Media Group, 13 Apr. 2009. Web. 5 Nov. 2013.

"Is the Moral Behavior of People within Our Society Negatively Impacted by Television Programming?" The Premier Online Debate Website. N.p., n.d. Web. 5 Nov. 2013.