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## Athletes on Facebook

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# Athletes on Facebook

**Abstract**

As technology has risen at a rapid rate in recent years, social networking has become a large part of society. Specifically Facebook has become a part of a regular routine and a daily task for many, including athletes. Privacy settings for athletes are important as many activities online are now being monitored by university personnel. This exploratory study uncovered the quantity, content and rationalization of Facebook posts with a select group of Division III athletes. Utilizing survey technology, it was discovered that athletes seem to be more cautious than expected and do take privacy settings into consideration. These findings contradict previous research about athlete's privacy use of Facebook.

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**Abstract**

As technology has risen at a rapid rate in recent years, social networking has become a large part of society. Specifically Facebook has become a part of a regular routine and a daily task for many, including athletes. Privacy settings for athletes are important as many activities online are now being monitored by university personnel. This exploratory study uncovered the quantity, content and rationalization of Facebook posts with a select group of Division III athletes. Utilizing survey technology, it was discovered that athletes seem to be more cautious than expected and do take privacy settings into consideration. These findings contradict previous research about athlete's privacy use of Facebook.

### **Athlete Representation on Facebook**

The use of social networks has become an epidemic in recent years. People are using Facebook to connect with one another and because of this it has become a phenomena. Facebook is a form of a community on the Internet (Reich, 2010). 800 million people are active users of Facebook (Wyld, 2011). The use of this social network is important to individuals in different ways. This new phenomenon is used so often by some people it has become a part of their everyday lives. You often hear people say that it has become habitual for them to go on a computer and the first thing they do is go to Facebook. It has had an impact in the work place as employers have started to use social networks to determine the background of applicants (Clark & Roberts, 2010). It is without surprise that the athlete population has too been impacted by social media. Some athletes use Facebook to represent them as an athlete and some just use it as a way to socialize with friends, family, and co-workers. How athletes are represented through Facebook is important in their college years.

People can see what you post on your wall along with what others post on your wall. Personal profiles were created to include as many demographics as the user chooses, but their page is open and subject to input from anyone who is their friend. This means that some information on a page is not necessarily the product of the owner. With this information, someone can gain a lot of knowledge about you just from your Facebook page.

Athletes at the college level are frequent users of Facebook (Yu, Tian, Vogel, & Kwok 2010). A recent study has discussed how the analysis of social networks can be used to investigate individual and group behavior in sporting teams (Lusher, Robins, & Kremer, 2010). When an individual views an athlete's Facebook page, the content provides insights into that person's lifestyle. Although some postings can be falsified and may not be reality, a person viewing the page still can perceive that person by what they see on their Facebook page. As you can view pictures, wall posts from friends, wall posts

by the actual person, information, along with other things you can have a public understanding about that individual.

The public nature of social networking sites can cause risks. Many of these risks can have long standing implications that could affect the future of its users. Personal information is out there for many to see as it is exchanged with others (Ibrahim, 2008). Because of that, athletes should be watching the information they display on their page. The content that is shown on Facebook does not stop at just what an individual posts; it extends to all uses of Facebook.

When focusing on the use of Facebook by college student athletes, there are a number of factors that could affect a student. A recent study has shown that Facebook users have lower GPAs and those students also spend less hours studying compared to nonusers (Kirschner & Karpinski, 2010). This can affect athletes by adding time taken out of studying in addition to their time spent on the sport. Studies as this show that it is important for athletes to manage their time and use social networks in a way that benefits them not takes a focus away from school as well as their sport.

Athletic officials are starting to monitor the use of Facebook by athletes (Butts, 2008). As some athletes are not concerned with what they post, it could lead to trouble for them. If athletes knew they were monitored by officials this should lead them to be cautious of what is being posted. However, athletes do not know they are being monitored by university officials and until then they may not find it necessary to take privacy settings into consideration (Butts, 2008).

A large focus of athletes on Facebook is how they portray themselves with the use of their page. How athletes are monitoring what they post and what information they have visible for everyone to see is crucial in their representation through Facebook. Every aspect of their posts, information, and pictures are important in determining what they chose to keep private. Their image can be altered depending on what they keep or do not keep private because of how others are looking at their page.

Facebook can be a form of community for individuals (Reich, 2010). Athletes may use Facebook differently depending on how strong they feel their community is. If athletes feel a strong sense of community on Facebook, they may post more which could potentially be a misrepresentation of who they truly are (Reich, 2010).

### **Literature Review**

Activity Theory, Interaction Theory, and Social Approval-Oriented Theory can all be used to explain how and why individuals use Facebook. Activity Theory is used to help determine if society is influencing how athletes used social networks. The Activity Theory exists when phenomena are formed as people engage in socially organized activity. Practical, socially organized activity is the primary cultural influence on psychology (Gratton & Jones, 2010). Students are using Facebook as a way to get settled at a new college or university and it could impact one's life in a way that makes them either feel liked or disliked by others (Madge, Meek, & Hooley, 2009). Society can influence how an athlete is utilizing social networks if this is the case. If one does not feel accepted by others through the use of Facebook that may affect how he or she utilizes it. Facebook does not make all students feel welcome at a new school. On the other hand, some do feel more welcomed with the use of Facebook. Therefore, Facebook may cause an athlete to feel he or she is popular or in contrast not popular. Based on their feelings of popularity may sway how much they post or do not post as an athlete.

How often an athlete uses social networking is always important. Friendships on Facebook can influence how a person uses their page (Trusov, Bodapati, & Bucklin 2010). The influence of others determining whether or not someone posts something is a crucial decision for an athlete. Some may feel that they need to post something because they know someone of importance to the situation will see it. Influencers like these are important in determining how one uses Facebook. .

The Social Learning Theory states that individuals can achieve desirable learning outcomes by self “initiating and regulating” their learning (Yu et. al., 2010, is this really a direct quote? If so you need a page number). This theory illustrates that young individual’s online social networking behavior can bring psychological well- being if used correctly (Yu et. al., 2010). While student athletes are being influence by Facebook, this way of interacting with peers identifies active engagement. Social Learning Theory emphasizes self-regulation as one decides how he or she utilizes their social networking site as a process of social engagement (Yu et. al., 2010).

Interaction Theory is important in determining why athletes post on Facebook. This theory indicates relations and interactions among people and computer applications (Lusher, Robins, & Kremer 2010). When focusing on the activity on one’s page Lusher, et. al. (2010) investigates what an individual behavior is like, meaning how frequently they posts status’, what types of pictures they are tagged in or upload, and how they keep their profile private, if at all . While viewing the interactions of individuals with others on Facebook, Lusher et. al. (2010) was able to determine that one can have a personal opinion to whether you think the interactions are right or wrong, good or bad, positive or negative, and even influential or non-influential. Therefore, being able to determine how and if interaction plays a prominent role in activity on Facebook is crucial to determine one’s behavior. Meaning that seeing who an athlete is friends with, who they network with and how they utilize Facebook in general for interactions is important for privacy issues.

The social pattern of an individual on Facebook impacts others impression of you. A previous study has been done that tested what a person says about someone’s profile based solely on their wall postings, their friend’s public messages, and the physical attractiveness of one’s profile from their photographs. It was noted that what your friends post on your page is also looked at and considered part of the social pattern (Walther, Van Der Heide, Kim, Westerman, & Tong 2008). It was found that

individuals can be negatively impacted by what others post on your wall (Walther, et. al.). All the different uses of Facebook help determine Facebook patterns and the impression about that person.

As Facebook has become such a large phenomenon Social Approval-Oriented Theory is important in determining why athletes use Facebook. People easily conformed to the norms of what is expected. As one feels social approval through Facebook, he or she feels accepted. Yu et. al. (2010) explained this is an influencer as to why he or she displays what they did, whether that be positive or negative.

Many students on social networking sites include the use of Facebook because of its world-wide ubiquity (Yu et. al., 2010). On many college campuses, over 90% of students use Facebook (Yu et. al., 2010). While Facebook is used by non-athletes and athletes alike, athletes face greater scrutiny on their Facebook content from athletic departments (Butts, 2008).

In a study done by Butts (2008), it was discovered that many athletic departments are beginning to exercise control over their athletes' Facebook usage. Some programs are exploring content as a measure of concern for student athlete's welfare, while others have placed an outright ban Facebook usage (Butts, 2008). As student athletes are often the most visible representations of an institution, schools are concerned about how the student athletes represent colleges. The dilemma is how this is weighed against an athlete's right to privacy and freedom of expression.

The effect of perceived privacy is based on trust (Shin, 2010). Athletes may trust their coaches, friends, and teammates, and therefore not take privacy settings into consideration. Throughout Shin's research it was apparent that privacy is a large factor with social networking (2010). Privacy settings are not always considered by athletes, however if they knew they were being monitored privacy settings may be more important to them.

The investigation of Facebook users' awareness of privacy issues is important. Facebook is part of individual's everyday lives and it has become routine and a ritual to use. According to Debatin, Lovejoy, Horn & Huges (2009), users claimed to understand privacy issue but yet reported uploading large amounts of personal information. Although athletes may think they have their profiles private they really may have things on their page that can still get them in trouble. Not all athletes understand the importance of truly keeping a private profile and using it in a smart way (Debatin et. al., 2009).

This exploratory research attempts to identify factors of consideration when Division III athletes use Facebook. Using survey technology, the following research questions are addressed. By answering these questions, insights have provided a better understanding to how college athletes, specifically at St. John Fisher College, utilized Facebook.

1. To what extent are Division III athletes at St. John Fisher College monitoring their visibility on Facebook?
2. How often are Division III athletes at St. John Fisher College using different aspects of Facebook?

### **Method**

As Facebook is widely used by college students, this study sought to further add to the body of literature exploring how collegiate student athletes use Facebook. Surveying Division III athletes at St. John Fisher College was done to determine how athletes use and monitor their Facebook account. Focusing on just Division III athletes targeted a select group of people on campus that allowed information to be gathered from visible representatives of the college.

### **Participants**

Participants were all undergraduate student athletes at St. John Fisher College in Rochester, New York in the fall, 2011. As discovered by Yu et. al. (2010), Facebook is present on 90% of college

campuses. It is therefore assumed that the populations of students at this particular school are familiar and uses of Facebook. Participants were able to interact with the researcher as there were suggested to contact the researcher via email with any questions or concerns; however, that information was not recorded. The 628 athletes on campus were sent the survey (J. McCabe, personal communication, 2011). The number of athletes that completed the survey was 112, which provides a response rate of  $112/628$  or 18%.

### **Materials and Procedure**

A survey was prepared by the researcher using the Qualtrics survey software (see Appendix A). Surveys allow for data to be gathered quickly and effectively (Gratton & Jones, 2010). This survey contained 16 questions, and 7 aspects of demographics. . A cover letter was created by the researcher introducing the survey (see Appendix B) and it was sent out via email to all St. John Fisher undergraduate students with a link to the survey within. Students were given about four weeks to take the survey. Two weeks after distributing the survey a reminder email was sent out to the students (see Appendix C).

While using an exploratory study, many things can be determined about an athlete using Facebook. The main factor being how an athlete kept monitored the visibility of their Facebook and the reasons behind what they kept private and what they did not. Questions were also asked in the survey regarding what they used Facebook for and how often they used it, as well as how they screened their page.

The chi-squared test was used to analyze the survey results. The chi-squared test was best suitable because it “compares the actual, or reported, frequencies of a given variable with the frequencies that would be expected if the data was to suggest no difference between groups” (Gratton & Jones, 2010, p. 233). This allowed the researcher to determine if there was significance between groups.

The examination of young adults' use of social media forms such as Facebook were presented in different studies. The public image through videos and images can determine a certain behavior. A majority of images and videos posted represented alcohol consumption (Morgan, Snelson, and Elison-Bowers, 2010). As the results were looked at the researcher then was able to interpret images of individuals on Facebook, things like how partying and alcohol consumption were or were not made visible on their page. By seeing how these factors relate with use of Facebook will be understood.

The use of Facebook was determined by what is visible on the athlete's profile as well as the frequency and aspects of Facebook they use. Meaning, how frequently they post a status, how often they post photographs, the applications they are using, and how often they use it for networking. What was visible on a profile page was measured by who allows information, activities, family, status updates, and photographs to be seen. The category of status updates were also used in the survey. The research asked if you post status about information about classes or homework and comment on social events including television, movies, sporting events etc. Comments on new stories, your personal activities such as what you are doing currently or what you are thinking is also asked about. The research also asks if you update with information about your team or teammates. All these variables are important when determining how private an athlete is on Facebook.

## **Results**

This survey research examined to which privacy setting impacted their Facebook usage. . While student athletes use a variety of tools on Facebook, they seem to be cognizant of the visibility of their activities on the social networking site. The results show how important privacy on Facebook is to athletes.

### **Monitoring the Visibility of Profiles**

When athletes were asked if they took privacy settings into consideration 91% of this population indicated yes, they take privacy settings into account. When the athletes were asked if they would accept a friend request of someone they did not know, 83% said they definitely or probably will not accept that request. Surprisingly, this shows that athletes at St. John Fisher College consider privacy settings important and understand the risks of not making your profile private.

Athletes were asked if they allowed themselves to be tagged in photos while they were drinking or partying 52% of the athletes said no because they do not want those images out in general. When looking at what sections of Facebook athletes kept private the top five aspects were photos, status updates, family, activities, and information (See Appendix D).

The researcher compared whether an athlete allows another to search them on Facebook and if they take privacy settings into consideration. There was not a significant difference between allowing anyone to search you on Facebook and if an athlete takes privacy settings into consideration  $\chi^2(2)=.24$ ,  $p=.89$ . This represents what we expected; that those who restrict public searching would also be concerned with privacy settings.

There was also no significance in an athlete accepting all friend requests even if they do not know the person and anyone being able to search for them on Facebook  $\chi^2(8)=3.85$ ,  $p=.87$ . This indicates that a majority of athletes that are able to be searched for definitely or probably will not accept friend requests if they do not know the individual. There was a significance when athletes took privacy settings into consideration and whether or not they would accept a friend request if they did not know the person  $\chi^2(4)=15.46$ ,  $p<.01$ . Because of this significance, we can see that athletes who take privacy settings into consideration most likely would not accept a friend request if they did not know the person.

### **Different Uses of Facebook**

Athletes were asked what types of categories they post about when making a status update. The most frequently used category was information about personal activities with 78% of athletes posting about it. The second most frequent category was posting about social events with 74% of athletes. The third most frequently used (69%) was posts about teams or teammates. The bottom two rankings were postings about classes or homework with 60% and news stories with 47%. These statistics are relevant because the categories they make visible such as wall posting, photos, information, and their activities are a representation of the individual.. As we can see athletes are sharing their personal activities but claim to take privacy settings into consideration.

When comparing the multiple uses of Facebook and privacy considerations, there is a significant difference in groups based on photo postings and applications usage. We can see that there is a significance with photos and privacy settings  $\chi^2(5)=14.49$ ,  $p<.01$ . This tells us that athletes are posting photos with privacy settings in mind. We can also see that there is a significance with privacy settings and applications  $\chi^2(5)=10.98$ ,  $p<.05$ .. This shows us that athletes are willing to show the applications they use.

When comparing the frequency of athlete's use of Facebook for photos and if any member of the coaching staff is a friend there is a significance in how frequently they post photos. Athletes seem to post photos more often if they are not friends with their coach on Facebook  $\chi^2(5)=13.04$ ,  $p<.05$ . We can see that athletes are more cautious and do not post photos as often if they allow their coach to be a friend on their page.

### **Discussion**

The current exploration was anticipated to imitate and further previous research on athletes and their privacy on Facebook by surveying athletes at St. John Fisher College. As revealed in Appendix D, status updates and photos are the most used aspects made visible on St. John Fisher College athlete's

profiles. In addition, Appendix E reveals the frequency of uses of status updates, photos, applications, and networking. It is apparent that most athletes are updating their statuses on a weekly basis and photos on a monthly basis. A majority of athletes do not use applications. By some athletes networking is used monthly as well as daily.

Out of the students who complete the survey, 62% of students said they are not friends with their coach or part of the coach staff on Facebook. This is a significant number which was surprising. However, this is important because if you are not friends with your coach on Facebook, that is one less person who is able to monitor you. When looking at what applications are being used, a coach is able to see what activities you are doing and at what time. Furthermore, if you are on using these applications and you coach sees you when really you should be doing work because you are on academic probation, there could be a problem. Meaning, although many feel a sense of community on Facebook and feel as though your coach is a good friend, being friends with him or her can still get you in trouble (Reich, 2010). While athletes are willing to show applications they use, it is a positive that they are not friends with their coach.

The researcher found through the survey that 52% of students that take privacy settings into consideration do not allow themselves to be tagged in photos while partying or drinking. This number was not surprising. This is because, 48% of athletes who do take privacy settings into consideration do allow themselves to be tagged in photographs while drinking. That is a large number of athletes. Having pictures of drinking and partying could get them into a lot of trouble as it represents them in a negative way.

It is important that athletes who take privacy settings into consideration will not accept friend requests of people they do not know. Accepting request of people you do not know could potentially cause problems (West, A., Lewis, J., & Currie, P.,2009). If you do not know the person, they could be a

friend of someone you do know, which could then lead to troubles. This is why privacy settings are important as not every understands the implications involved (Butts, 2008). The number of people who take privacy settings into consideration is large. 55% of athletes at St. John Fisher allow people to search them on Facebook. This shows that not all athletes take into consideration that there are privacy settings such as not allowing yourself to be searched for.

As an athlete is allowed to make a status update just like everyone else on Facebook, the researcher could see through the survey that status updates were the most common use. Many people make status updates on a regular basis (see appendix D). Athletes have to be careful with status updates because they could say something that they would regret or that could get them in trouble (Ibrahim, Y. (2008). The researcher was not surprised as a large amount of athletes posted status updates at least once daily.

Although there was a small sample of student athletes who responded to the survey, the study reveals interesting patterns about athlete's use of Facebook. Both how athletes take privacy settings into consideration as well as how Facebook represents athletes. As Facebook has become such a large phenomenon in recent years, athletes at St. John Fisher College seem to take privacy settings into consideration. Due to previous research, this was not expected as privacy settings did not seem to be important to many. However, through this research it is clear that it may be becoming more significant.

### **Limitations and Future Research**

There are a number of limitations to the current study, as with many studies. The small number of students that replied to the survey is the first limitation. The research could have been a little different if there were more respondents. There is no way of knowing how different the numbers could

have been if more athletes had answered. If this survey could of opened up to more schools the numbers also would have been different.

Implications about the number of gender of students as well as age also play a role in Facebook privacy and representation. To expand this study, a survey with gender and age, as well as possibly personal sport could have been beneficial to see the importance of privacy on Facebook (Wyld, A. (2011). Having these remaining three variables to use in a survey to athletes could be beneficial in cross tabulations for chi-squared analysis.

Future research should explore the importance of male and female use of Facebook. Questions about how often each gender uses and in what ways can determine if there is a different between the two. To expand this study a question could also be asked about the GPA of students. This could be beneficial to see if how often an athlete uses Facebook impacts the GPA of that individual student.

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**Appendix A**

Facebook

Q1 Are you an athlete at St. John Fisher College (Varsity, JV, or club level)?

- Yes (1)
- No (2)

If No Is Selected, Then Skip To At this point I will no longer need y...

Q2 On average, how frequently and in what ways do you use Facebook?

	Never (1)	Once a month (2)	Twice a month (3)	Once a week (4)	Once Daily (5)	More than once daily (6)
Status Updates (1)	<input type="checkbox"/>					
Photos (2)	<input type="checkbox"/>					
Applications (3)	<input type="checkbox"/>					
Networking (4)	<input type="checkbox"/>					

Q3 Is any member of the coaching staff of your particular sport(s) your friend on Facebook?



(upcoming) (5)						
Information about my team or my teammates (6)	<input type="radio"/>					

Q12 Can anyone search for you on Facebook?

- Yes (1)
- No (2)
- I do not know (3)

If Yes Is Selected, Then Skip To If you can be searched for, what are ...If No Is Selected, Then Skip To Do you accept all friend requests eve...If I do not know Is Selected, Then Skip To Do you accept all friend requests eve...

Q13 If you can be searched for, what are they able to see?

- Photos (1)
- Wall Posts (2)
- Information (3)
- Status Updates (4)

Q14 Will you accept all friend requests even if you do not know the person?

- Definitely will not (1)
- Probably will not (2)
- Don't know (3)
- Probably will (4)
- Definitely will (5)

Q15 Do you take privacy settings into consideration?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To If yes, what sections do you keep pri...If No Is Selected, Then Skip To Do you allow yourself to be tagged in...

Q16 If yes, what sections do you keep private? Please check all that apply

- Photos (1)
- Status Updates (2)
- Information (3)
- Activities (4)
- Gender (5)
- Age (6)
- Family (7)
- Apps (8)

Q7 Do you allow yourself to be tagged in photos?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To If yes, do you allow yourself to be t...If No Is Selected, Then Skip To If no, why not?

Q8 If yes, do you allow yourself to be tagged in photos where you are drinking or partying?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To Do you tag friends in photos?

Q9 If no, why not? Please check all that apply.

- Because I do not want my family to see (1)
- Because I do not want athletic staff to see (2)
- In general I do not want those images out in public (3)
- Other (4)

Q10 Do you tag friends in photos?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To Thank you very much for completing th...If No Is Selected, Then Skip To Thank you very much for completing th...

Q11 At this point I will no longer need your assistance in this survey as I need to survey athletes only. Thank you for your time, it is greatly appreciated. If you have any questions feel free to email me at kmv08607@sjfc.edu.

If At this point I will no lon... Is Displayed, Then Skip To End of Survey

Q17 Thank you very much for completing this survey. Your time and effort are greatly appreciated. If you have any questions feel free to email me at kmv08607@sjfc.edu.

**Appendix B****Cover Email for Survey Participants**

Dear Student,

In a study published recently in the *New York Times*, it was found that 800 million people are using Facebook worldwide. Of those 800 million people over half of them engage in Facebook use more than once a day. My name is Kristen Vella, and for my senior thesis I would like to explore this phenomenon. More specifically, I want to understand how students at St. John Fisher College use Facebook. As a student of St. John Fisher College, your opinion is critical for me to obtain the information I need to complete my research project.

The linked survey should not take you longer than ten minutes to complete. The information you give is kept confidential. By providing this information you will allow me to understand if this international phenomenon applies locally as well.

**Link to survey:** [https://sjfc.us2.qualtrics.com/SE/?SID=SV\\_8i90KSm7XnOLaUA](https://sjfc.us2.qualtrics.com/SE/?SID=SV_8i90KSm7XnOLaUA)

In order to complete my project on time, I ask that you complete this survey by October 24, 2011. Thank you for your time; your participation in this survey is greatly appreciated. Please feel free to contact me at [kmv08607@sjfc.edu](mailto:kmv08607@sjfc.edu) or my supervising professor Dr. Dane at [edane@sjfc.edu](mailto:edane@sjfc.edu) if you have any questions or comments.

Sincerely,

Kristen Vella  
Sport Management  
St. John Fisher College  
[kmv08607@sjfc.edu](mailto:kmv08607@sjfc.edu)

## Appendix C

### Follow Up Email for Survey Respondents

Dear Student,

My name is Kristen Vella and I am writing to remind you to complete a brief survey to assist me in gathering data for my senior thesis. I am exploring the worldwide phenomenon of Facebook. Specifically, I would like to understand how athletes at St. John Fisher College use Facebook. If you are a student-athlete here at St. John Fisher College, your opinion is critical for me to obtain the information I need to complete my research project. I would like to thank the students who already completed the survey and ask that you do not attempt to complete it a second time.

The linked survey should not take you longer than ten minutes to complete. The information you give is kept confidential. By providing this information you will allow me to understand if this international phenomenon applies locally as well.

**Link to survey:** [https://sjfc.us2.qualtrics.com/SE/?SID=SV\\_8i90KSm7XnOLaUA](https://sjfc.us2.qualtrics.com/SE/?SID=SV_8i90KSm7XnOLaUA)

In order to complete my project on time, I ask that you complete this survey by 12:00AM October 24, 2011. Thank you for your time; your participation in this survey is greatly appreciated.

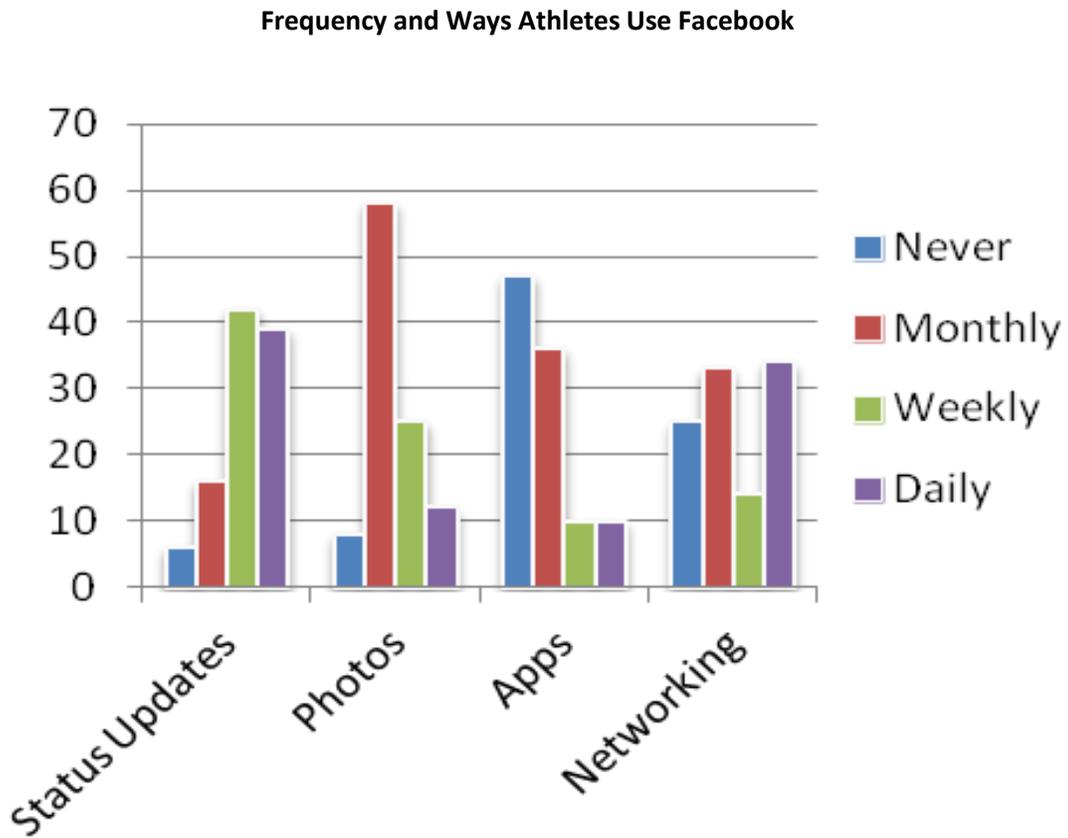
Please feel free to contact me at [kmv08607@sjfc.edu](mailto:kmv08607@sjfc.edu) or my supervising professor Dr. Dane at [edane@sjfc.edu](mailto:edane@sjfc.edu) if you have any questions or comments.

Sincerely,

Kristen Vella  
Sport Management  
St. John Fisher College  
[kmv08607@sjfc.edu](mailto:kmv08607@sjfc.edu)

**Appendix D**

**Frequency and Ways Athletes Use Facebook**



**Appendix E**

**What is Seen on a Profile**

