

facebook® student engagement

This study examined the relationship between Facebook use and student engagement, a construct related to positive college outcomes. The study used a large sample of college students to examine the relationship between frequency of Facebook use, participation in Facebook activities, and student engagement. Student engagement was measured in three ways: a 19-item scale based on the National Survey of Student Engagement, time spent preparing for class, and time spent in co-curricular activities.

The 3 Most Popular Facebook Activities



commenting on content



viewing photos



checking in to see what others are doing

Studying & Facebook

no relationship was found between time spent on facebook and time spent

STUDYING



certain activities on facebook predict time spent studying:

- ⊖ chatting on facebook was a negative predictor

Predictive Behavior by Facebook Activity

positively predicts student engagement ⊕

- Commenting
- Creating/RSVP'ing Events
- Viewing Photos

positively predicts involvement in campus activities ⊕



negatively predicts student engagement ⊖

- Playing Games
- Checking up on Friends
- Posting Photos

negatively predicts involvement in campus activities ⊖



in general, facebook activities were more strongly predictive of engagement than time spent on facebook

Time & Frequency on Facebook



ONE DAY

1 HOUR 41 MIN

mean amount of time students spent on facebook each day

students who spent more time on facebook spent more time in campus activities



5.75 TIMES

the mean number of times students checked facebook each day

there was no relationship between the number of times students checked facebook and time spent in co-curricular activities or the amount of time spent studying

What Does It Mean?

facebook use, in and of itself, is not bad for students; it depends on how it is used

Sample Size

2,368 college students participated in the study

Limitations

- study was correlational and cross-sectional, therefore causality can't be inferred
- all data were assessed by self report
- the highest proportion of variance explained by any of the models was 6.3%

For the latest research on how social media affect students, please visit blog.reyjunco.com

Data from: Junco, R. (2012). The relationship between frequency of Facebook use, participation in Facebook activities, and student engagement. *Computers & Education*, 58(1), 162-171.

Graphic brought to you by Ed Cabellon and the Rondileau Campus Center at Bridgewater State University. Design created by Becca Light.

Facebook and student engagement infographic is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 3.0 Unported License. Based on a work at blog.reyjunco.com