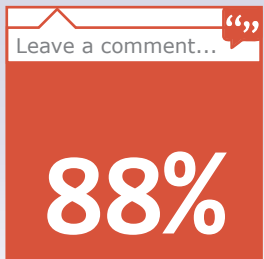


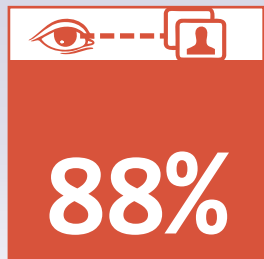
# facebook® student engagement

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



**1 HOUR 41 MIN**

mean amount of time students spent on facebook each day

ONE 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](http://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.

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