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: 88%
- Viewing Photos: 88%
- Checking in to see what others are doing: 85%

### Predictive Behavior by Facebook Activity

- **Positively predicts student engagement:**
  - Commenting
  - Creating/RSVP’ing Events
  - Creating/RSVP’ing Events
- **Negatively predicts student engagement:**
  - Playing Games
  - Checking up on Friends

In general, Facebook activities were more strongly predictive of engagement than time spent on Facebook.

### Time & Frequency on Facebook

- **Mean amount of time students spent on Facebook each day:** 1 Hour 41 Min
- 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.

### Studying & Facebook

- No relationship was found between time spent on Facebook and time spent studying.
- Chatting on Facebook was a negative predictor.

### Sample Size

- **2,368** college students participated in the study.

### Limitations

A. Study was correlational and cross-sectional, therefore causality can't be inferred.
B. All data were assessed by self-report.
C. The highest proportion of variance explained by any of the models was 6.3%.