



Finding Your Way On Facebook

Michelle Appel, University of Maryland
Institutional Research, Planning & Assessment



What's the Fuss All About?

- Social networking site
 - Organized around 'networks' – typically institutions or locations
- Communication tool
 - One-to-many or one-to-one
 - Feeds alerts into email
- Personalized fun
 - Photo albums
 - Interactive applications



Facebook Jargon

- profile: the main page that displays information about you
- network: affiliations Facebook uses as an organizing category (schools, employers, etc.)
- friend: (n) person you identify as someone you know and want to have access to profile; (v) act of inviting someone to become a friend
- wall: the area on the profile page that others can write on; displays gifts and messages
- application: a “plug in” that allows you to interact with friends around a specific topic or activity
- group: user created organizing structures; can apply to formal organizations, interests, or functional needs (e.g., “I got a new phone and need your number”)



Potential Pitfalls

- Remember, you're not a student anymore
 - Don't 'collect friends'
 - Make it safe to deny your friend request
 - Forget half of what you see – know when not to comment
- It's addictive
 - Be open to fun – pokes, games, pics
 - Don't be a "Facebook stalker" or "creepy adult"



Potential IR Uses

- Office Profiles
 - Getting your ‘face’ out there
- Office events
 - Inviting students to participate in studies
 - Posting announcements to the “Network Wall”
- Staying in the know



Sample Screen Shots

Email:

Password:

Remember me

[Login](#)

[Forgot Password?](#)



Facebook is a **social utility** that **connects you** with the people around you.

Use Facebook to...

- Keep up with friends and family
- Share photos and videos
- Control privacy online
- Reconnect with old classmates
- Discuss interests and hobbies
- Plan parties and other events

Sign up for Facebook

It's free and anyone can join.

Full Name:

Your Email:

New Password:

Birthday: Month: Day: Year:

Why do I need to provide this?

[Sign Up](#)

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

[Find your friends >](#)

or **Search** by name: [Search](#)

[More Search Options >>](#)

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Causes

more

Basic Contact Relationships Personal Education Work Picture

Sex: Female

Birthday: Oct 3 1968

Show only month & day in my profile.

Hometown: Hershey, PA

Political Views: Liberal

Religious Views: Brethren

Save Changes Cancel

Beautiful Kids' Clothes



June Plum clothing is inspired by the creativity, fresh thinking, humor, and colorful spirits of children. Unique, quality, beautiful.

More Ads | Advertise

Search

Applications

edit

- Photos
- Groups
- Events
- Marketplace
- Causes

more

Colbert Tip/Wag App



Hey, members of the Colbert nation! Now you can tip your hat and wag your finger, just like Stephen would.

More Ads | Advertise



Michelle Seibert Appel

What are you doing right now?

Networks: Maryland Staff
 Sex: Female
 Relationship Status: Married
 Birthday: October 3
 Hometown: Hershey, PA
 Political Views: Liberal
 Religious Views: Brethren

View Photos of Me (10)

View My Friends (55)

Send Michelle a Free Gift

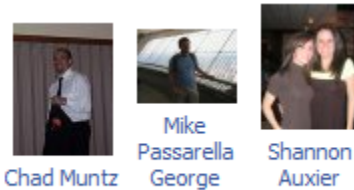
Edit My Profile

I am online now.



Maryland Friends

29 friends at Maryland. See All



My Pages

1 Page. See All



Browse more Pages

Mini-Feed

Displaying 6 stories. See All

Yesterday

Michelle plans to attend Gymkana Homeshow!!! 10:36pm

March 27

Michelle plans to attend Phi Kappa Phi & Golden Key Benefit Luau Party. 9:48pm

March 26

Michelle created a group. 9:24am



March 4

Michelle has a serious case of the grumpies. 9:34pm

February 15

Michelle added a new photo to My family. 10:43pm

Added to: My family - 1 Photo



Michelle added new photos to Obama Rally Feb 2008. 10:33pm

Added to: Obama Rally Feb 2008 - 11 Photos

Your Profile

Search

Applications

- Photos
- Groups
- Events
- Marketplace
- Causes

more

Colbert Tip/Wag App



Hey, members of the Colbert nation! Now you can tip your hat and wag your finger, just like Stephen would.

More Ads | Advertise

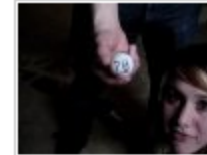
News Feed

Preferences

- Ashley Benedick attended Chambersburg vs. Cumberland Valley.
- Erika Newcomer Shehata joined the group WW Wedding Party/Special Occasions.
- Shannon Auxier is attending christie's 22nd birthdayyy.
- Brittany Jacobs added the Mob Wars application.
- Daniel Marcin joined the group Support a UMD Latino/a Studies Minor!
- Marty Bock and Sarah Landa are now friends.

Heather Bartholomew commented on Julia Mugges video.

I love how there are that many pictures of allie looking stupid. Nice line at the end julie. Love it.



- Valerie Botin is attending 4th Annual AASU Wiffle-ball Tournament.
- Ashley Benedick joined the group Rock the Vote.

Brian Everhart is attending the event Green Apple Festival - DC.

Hosted by: Green Apple Festival

Daniel Marcin created a group.

Math Success Coaches Organizations - Volunteer Organizations Info: Helping people pass math.

Yesterday

Laura Caputo is attending GNA Dinner Cruise.

Daniel Marcin was tagged in an album.



MyCRABS 6 photos by Dave Tilley

Requests

1 (ll) green patch request

Pokes

You were poked by: Corbin Campbell poke back | remove poke

Status Updates see all

What are you doing right now?

Jen Meyers wants to break up with reading just like KYT! 1h ago

James Ferguson is finally experiencing a "Zippity Doo-dah" day! 6h ago

Rachael Caruso is going to grad school in Alabama this fall. 14h ago

Upcoming Events see all

Gymkana Homeshow!!! Friday, April 4 at 7:00pm

Birthdays see all

Tomorrow Angela Hamlin






Friday Jennifer Warfield

People You May Know see all

Mark Freeman Add to Friends

Invite Your Friends

Your "Home" Page

-  Photos
-  Groups
-  Events
-  Marketplace
-  Causes
- ▼ more

Shut Up, I'm Talking



And other diplomacy lessons I learned in the Israeli Government

[More Ads](#) | [Advertise](#)

Maryland

Maryland

[Browse other Networks](#)

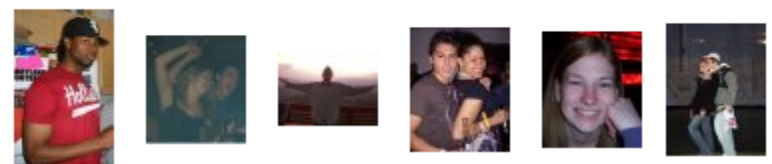
Network Info

Members: 44,802
 Friends: 29
 Type: College
 Location: College Park, MD

- [Browse All Networks](#)
- [See What's Popular](#)
- [Find Classmates](#)
- [View Discussion Board](#)

People at Maryland

Displaying 6 of 44,802 people. [Search](#) | [Browse](#)



Andrew Bucknor Neil Mascioli Will Goldberg Brian Vargas Mandy Blake Alex Milty

Popular at Maryland

Posted Items [See All](#)



Bambale "Boom" Osby Students Party Geico Spoof

- Bambale "Boom" Osby Students Party Geico Spoof**
<http://www.youtube.com/watch?v=dm8-AWspe94>
- The Students Party | Our Voice. Our Time.**
<http://www.votestudents.com>
- Gmail: Google's approach to email**
<http://mail.google.com/mail/help/customtime/index...>

Groups [See All](#)



The Students Party

- The Students Party**
634 members (689 new)
- Vote House Party!**
519 members (546 new)
- Overheard in CP**
2,827 members (39 new)



Upcoming Events



[See All](#)

E. Patrick Johnson Pouring Tea: Black Gay Men of the South Tell Their Tales @ Kogod Theatre, Clarice Smith Performing Arts Center
 Today from 7:00 pm to 9:00 pm

Marketplace

[List Something](#) [See All](#)

-  **Dell Dimension E310 Desktop Co...**
Just got a shiny new Macbook P...
-  **Roommate Wanted - Parkside Apa...**
Hi,

2 of my roomma...
-  **Web Content Specialist**
The web content specialist pos...
-  **Interested in Photography?**
I'm trying to get back in...

Network Statistics

Relationship Status

- 33% None Listed
- 31% Single
- 24% In a Relationship
- 6% Married
- 3% Engaged
- 2% It's Complicated

Keep Up with Local Events:
Your Network Page

Search

Applications

- Photos
- Groups
- Events
- Marketplace
- Causes

more

My Groups | Browse Groups | Popular Groups

Help

Groups

+ Create a New Group

Recently joined by your friends

See All



Rock the Vote
Common Interest - Politics
Size: 43 members
Joined:
Ashley Benedick



Phi Kappa Phi - College Park
Student Groups - Academic Groups
Size: 8 members
Joined:
Daniel Marcin,
Brittany Jacobs,
Shannon Auxier,
Aaron Besser,
2 other friends



WW Wedding Party/Special Occasions
Common Interest - Friends
Size: 36 members
Joined:
Erika Newcomer Shehata



USA Triathlon
Sports & Recreation - Olympic Sports
Size: 1,559 members
Joined:
Jen Meyers



Inscape Chamber Music Project
Music - Classical

Your recently updated groups

See All



Southwest Airlines
Sponsored - Sponsored
Size: 40,998 members
New: 1 Board Topic,
12 Wall Posts
Updated: Content
Profile updated on Tuesday



Phi Kappa Phi - College Park
Student Groups - Academic Groups
Size: 8 members
New: 2 More Members
Profile updated about a week ago



When days with an Asperger kid are not fun...
Common Interest - Health & Wellness
Size: 144 members
New: 2 More Members
Profile updated about 3 months ago



Institutional Researchers on Facebook
Organizations - Professional Organizations
Size: 47 members



Brethren Unite!
Common Interest - Religion & Spirituality
Size: 623 members

The American Airlines Travel Bag. Now on Facebook.

Join Groups that Relate to Your Interests

Search

Applications

- Photos
- Groups
- Events
- Marketplace
- Causes

more

Institutional Researchers on Facebook

Global

Information

edit

Group Info

Name: Institutional Researchers on Facebook
 Type: Organizations - Professional Organizations
 Description: I'm creating this group as a (hopefully) fun place for Institutional Researchers at colleges and universities to exchange ideas and geek humor.

The group is open to those who currently are in the IR profession, long for the days they used to be in the IR profession, aspire to be in the IR profession, or just want to learn more about the wacky world of IR.

Contact Info

Email: mappel@umd.edu

Recent News

edit

Welcome to Institutional Researchers on Facebook!

Please feel free use the "Post Items" page below to post a link to your IR office's website, to presentations you've done or find helpful, or to other resources you'd like to share. Also, please add photos you have of AIR, SAIR, NEAIR, etc. events to the photos section.

Photos

Displaying 4 of 37 photos.

Add Photos | See All



Videos

No one has uploaded any videos. Add Videos.



[View Discussion Board](#)

[Message All Members](#)

[Edit Group](#)

[Edit Members](#)

[Edit Group Officers](#)

[Invite People to Join](#)

[Create Related Event](#)

[Leave Group](#)

Share +

Group Type

edit

This is a closed group. Members must be invited or approved by an admin.

Admins

- Michelle Seibert Appel (creator)
- William Knight (Bowling Green)

SIGN UP NOW
GET 1 MONTH FREE

Vonage

Unlimited
 Local & Long
 Distance
 Calling

Or Create a Group of Your Own!

\$24.99

Post a link:

Post

Search

Applications

- Photos
- Groups
- Events
- Marketplace
- Causes

more

Inbox Sent Messages Notifications Updates

Compose Message

Select: Mark as Unread Mark as Read Delete

<input type="checkbox"/>	<no subject> Hey Michelle, I cannot see the link to add the event b/c...	X
<input type="checkbox"/>	re: Phi Kappa Phi - Congrats Hey Michelle! Thanks for the congratulations, but I haven...	X
<input type="checkbox"/>	re: I'm an idiot Hehe, don't sweat it! (The lunch switch or the birthday i...	X
<input type="checkbox"/>	Hello so why did you have a serious case of the grumpies?	X
<input type="checkbox"/>	grumpies So sorry you have the grumpies. I hope they go away soon.	X
<input type="checkbox"/>	re: ENGL393 Looks like she really was just looking to have an easy ti...	X

6 Message Threads



What can you plan on doing with
Unlimited Anytime Minutes?

verizon wireless

Learn More

Facebook messaging –
The new email

Search

Applications

- Photos
- Groups
- Events
- Marketplace
- Causes

more

Nicotine Vaccine Research



Rockville. Smoke at least 10 cigarettes a day? You may be eligible to volunteer for a research study. Compensated for time and travel.

More Ads | Advertise



www.gametap.com

Ads by Goooooogle

New Feature:

[Click here to jump to your next active game.](#)

Game #1815733

Icons for game actions: Undo, Copy, Paste, Refresh, Share, Delete, Help.

Players	Score
John D	243
Michelle A	online 199

#1815733, TWL, Regular

Last Move : REAM [7]

type msg here Send

Player avatars and a chat icon.

Word rack: U, U, E, L, D, F, N

PLAY WORD CHALLENGE

An addictive application

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Causes
- more



Photos – tags and comments are key!



They started out as mere decorations. Shortly after, they turned into a game. But this, this is huge. I love my job...

In this photo: Valerie Botin, Michelle Seibert Appel (photos | remove tag), Thomas Dobrosielski, Danielle Swidrak, Maria Veronica Grenchik (photos)

Added 5 hours ago

From the album: "Being normal isn't one of my strengths." by Danielle Swidrak



Michelle Seibert Appel wrote at 11:30pm

And we love our students!!!!






Share +

Make Profile Picture

Tag This Photo

Search ▾

Applications edit

-  Photos
-  Groups
-  Events
-  Marketplace
-  Causes

▾ more

DC Company Is Hiring FT



Washington DC based internship program seeks full-time Admin Asst. Great pay, growth opportunity, etc.

[More Ads](#) | [Advertise](#)

Create an Event

Step 1: Event Info Step 2: Customize Step 3: Guest List

Event Name: (required)

Tagline:
eg: "One night only" or "Because she'll only turn 21 once..."

Network: ▾

Host: Institutional Researchers on Facebook

Event Type: (required) ▾ ▾

Description:

Start Time: ▾ ▾ ▾ : ▾ ▾

End Time: ▾ ▾ ▾ : ▾ ▾

Location: (required)

Street:

City/Town: (required)

Phone:

Email:

Use Facebook to
Create an Event!

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Causes

more

Fed slashed rate 75 BPS



RateMarketplace

Breaking news - Fed cut key interest rate 75 BPS on March 28th. Get a \$350k mortgage for only \$1,495/month. Refinance now!

More Ads | Advertise

Privacy Profile

Basic Contact Information

Control who can see your profile and related information.

Profile	Only Friends	[?]
Basic Info	Only Friends	[?]
Personal Info	Only Friends	[?]
Status Updates	Only Friends	[?]
Photos Tagged of You	Only Friends	[?]
Videos Tagged of You	Only Friends	[?]
Online Status	Only Friends	[?]
Friends	Only Friends	[?]
Wall	Only Friends	[?]
Education Info	Only Friends	[?]
Work Info	Only Friends	[?]

Save Changes Cancel

Keep your information secure!

Search

Applications

edit

- Photos
- Groups
- Events
- Marketplace
- Causes

more

Fed slashed rate 75 BPS



RateMarketplace

Breaking news - Fed cut key interest rate 75 BPS on March 28th. Get a \$350k mortgage for only \$1,495/month. Refinance now!

More Ads | Advertise



View Assessment's Friends (13)

Send Assessment a Gift

Send Assessment a Free Gift

Send Assessment a Message

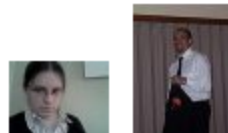
Poke Them!



Mutual Friends

2 friends in common.

See All



Sarah Todd Chad Muntz

TCNJ Friends

6 friends at TCNJ.

See All



Assessment Director

Networks: TCNJ Staff

Mini-Feed

Displaying 9 stories.

See All

March 4

Assessment posted an event. 4:52pm

Share



Collegiate Learning Assessment (CLA) - Seniors

"Sign up for the CLA!"

This event is planned to start at 6:00 pm on Mar 6, 2008 at Library Computer Room 02.

Add a comment

Assessment created an event. 4:49pm



Collegiate Learning Assessment (CLA) - Seniors

Sign up for the CLA!

When: 6:00PM Thursday, March 6th

Where: Library Computer Room 02

February 24

Assessment and Latrice Cunningham are now friends. 9:50am

February 8

Assessment and David Temkin are now friends. 2:19pm

Assessment posted a note. 2:09pm

Share

Revised Final Exam/Evaluation Policy Implementation Assessment

By Assessment Director

Thanks to the 852 students who responded about final exams and evaluations in 3,195 TCNJ courses! The results of the assessment after the initial semester of implementation of the revised policy are now available on-line.

Continue Reading...

“ Please feel free to post comments after reading the results! ”

Add a comment

Assessment wrote a note. 2:08pm

Revised Final Exam/Evaluation Policy Implementation Assessment

A Real IR Example!!

Displaying 10 of 712 wall posts.

[See all 712 wall posts.](#)

Write something...

Post



Joel Cohen wrote
at 11:09pm

Free showing of The Forbidden Kingdom before it comes out nationally!

Check it out at <http://www.facebook.com/event.php?eid=10004639346>

[Message](#) - [Report](#)



Kristen Peterson (Lower Merion High School) wrote
at 7:13pm

hey i live in a leonardtown apartment and all of my roomates are moving out so i can pull up to five girls in for the fall. message me if your interested

[Message](#) - [Report](#)



Brittani Fowlin (Evanston Township High School) wrote
at 5:47pm

ALL FRESHMAN AND SOPHOMORE MALES
if you live on north campus and wouldn't mind showing a perspective student around campus tommorow night starting at 7pm with the department of resident life's OVERNIGHT STAY PROGRAM, sign up at 301-314-4255. YOU could be the reason why perspective students choose Maryland over any other school. please call tommorow by 4pm if you are interested.

[Message](#) - [Report](#)



Mike Russell wrote
at 3:58pm

Anyone who is looking for housing for the fall semester hit me up. My roommate and I are looking for 1-2 people to rent out the other room we have in Parkside Condominiums. Any questions, just ask

[Message](#) - [Report](#)

Facebook as an
Environmental
Scanning tool –
The Network “Wall”



Discussion and Questions

Keep the conversation going:

mappel@umd.edu

Michelle Seibert Appel

Institutional Researchers On Facebook