SOCIAL NETWORKING IN TODAY’S SOCIETY

THE ROCHESTER INSTITUTE OF TECHNOLOGY
DEPARTMENT OF COMMUNICATION

SOCIAL NETWORKING IN TODAY’S SOCIETY

By

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Communicating over the internet is becoming more and more popular at this time in technological age. With its popularity, computer mediated communication lacks all personal touches that communication holds in face to face communication. Internet users feel more comfortable talking to others over the internet because emotions are not as visible as they are in face to face communication. By not being able to see the receiver of the conversation, it’s easier to confront, and talk to people that they may not normally feel comfortable to. By understand the use of computer mediated communication, it will help and evaluate the significance of social networking and the effects that it has on today’s modern society.

This study aims to focus and compare the comfort levels and perceived closeness that males and females have while using social networking sites. The subjects will be asked to evaluate their use of online social networking and the experiences that they have with it. They will assess how comfortable they are with displaying their information publicly over the internet, and the closeness that they hold to their social networking friends. In addition, subjects will be asked to evaluate the effects that social networking has on social situations outside of social networking online.
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Introduction

Communicating over the internet is becoming more and more popular at this point in technological age. Even with its popularity, it lacks all personal touches that face-to-face communication holds. Social networking sites are not the traditional way to meet new people, but it’s becoming a new and common trend. Being able to make profiles that allow your job, hobbies, age and interests available to other members of the site, makes it easy to get to know people, but it may not always be the most honest and sincere way to meet people. Having a barrier like the internet between the send and the receiver, makes it easier to confront people, since there will be no emotional cues. Computed Mediated Communication (CMC) is becoming more popular as the technology keeps advancing, sometimes eliminating face-to-face communication as a whole. What effect does CMC have on the development of relationships between parties? Do the lack of social cues result in less domination, greater trust, more formality, or more efficient negotiations due to a greater task focus? People are becoming more reliant on using social media sites to maintain relationships with people who they may normally not if they had to face them in person. Social networking is a place to meet people, and a place to let them to get to know you better. With your information openly available to the public, it allows for some people to get to know you better over the internet rather than in person. In today’s society it is expected of the public to use social networking to connect to people, businesses, organizations, etc. The impression that the self-presenter shows is decided on what the self-presenters’ perceptions of their audiences values. As much as looks matter on social networking websites, emotions and communication play a large role in making the relationships successful. The online setting makes it much easier for people to be comfortable with
themselves. When people meet someone face-to-face, they normally don’t reveal too much information about themselves right away. They keep the conversation basic, talking about what they like to do, where they work, hobbies etc. Social networking sites allow for the basic information to be presented, allowing for easy and basic conversation, making the “friends” feel comfortable with one another. However, they go over the basic information online, which still leaves an unknown space for when they meet in person. This study focuses on the effects that social networking may have on the users social life outside of social networking, comfort levels that males and females have pertaining to their information being displayed on social networking sites, and the perceived closeness that users have with their social networking friends.

**Literature Review**

*Computer Mediated Communication*

Computer Mediated Communication is constantly influencing the effectiveness of communicating between people and face-to-face communication.

Toma and Hancock (2010) studied the attractiveness of the online dater and their use of deception within a picture. By using websites that can display pictures, it is the first thing people look at. Face to Face daters can only enhance their appearance so much, such as wearing makeup, doing their hair, etc. However, online daters can Photoshop, or retouch their photos to make them look more desirable.

Toma and Hancock (2010) gathered 80 online daters from the four mainstream dating sites (Match.com, Yahoo Personals, American Singles, or Webdate). First they measured objective physical attractiveness, where they took 3 pictures of each participant and then judges
measured their attractiveness on a scale of 1 to 10. After they performed photogenic self
enhancement, then the judges judged the attractiveness of each retouched photo.

They found that females who are unattractive alter their pictures to be a deception to
their actual appearance. The study reveals that the use of technology that can be used online
allows users to act on their self-presentation, and alter it to how they want, which has
implications for how hardwired evolutionary tendencies play out in a context that gives the users
opportunities and challenges. (Toma, Hancock, 2010) This study showed that pictures are used
to be a deception for people who feel unattractive, and they want to convey to their onlookers,
that they are desirable.

Users tend to use Computer Mediated Communication which make others like them
through a more favorable self-impression and that the personal information that is given can be
manipulated to form manageable impressions.

“According to inter-personal deception theory, communicative behaviors vary
systematically according to the contexts in which they occur. These contexts can influence
deception through providing or restricting access to certain social cues, facilitating or inhibiting
immediacy, or altering conversational demands.” (Toma, Hancock, 2010, p.342) This goes back
to the importance of self-presentation online, and the influence of deceptions in social situations.

In face to face contexts, nonverbal cues are visibly seen and an easy way to see what a
person is feeling. In this study, they examine the relationship between nonverbal cues with
support satisfaction and communicator sex.

The study found that female senders tend to use expressive non-verbal cues. The precise
of amount of meaning carried in nonverbal components of messages, general consensus suggest that
a large amount of messages are carried non-verbally. (Ledbetter, Larson, 2008) By using smiley
face symbols is one way to portray emotions when you are not face to face. While talking to
anyone over the internet where your face and body can’t be shown, any tone or mood can be set to what you’re saying, making it hard to interpret for the reader.

False presentation and self-disclosure have to do with the actual information that the website holds, and provides you with everything you want to know about any of the networks other users. By studying computer mediated communication, you can compare the pros and cons of communicating over social networking sites. Nonverbal cues are a large part of communication, but it’s nearly impossible to determine any cues by talking online. The information that is given over the internet is readily available for any of the other users to access.

**(Gender and Communicating)**

Males and females use the form of computer mediated communication differently as well, as demonstrated by Herring at the University of Alberta. Males tend to send messages over the computer that are more confrontational, arrogant, and controlled. Males are more likely to address situations and give their opinions more than females. Females use computer mediated chats to be more supportive and looked at the opinions given by others to support and gain knowledge. Herring (1993) suggested that males, compared to females, use more coarse and abusive language as well as put-downs and challenges in CMC settings. In examining group and gender effects on students' communication using CMC, it was found that female-only groups argued less than males, who used coarse and abusive language. In contrast, others found that females tended to challenge and flame more than males in CMC environments. Several researchers (Li, 2002; Wolfe, 1999) demonstrated that both females and males were equally likely to challenge in CMC. When the ideas were challenged, however, females were more likely than males to drop out of the conversation rather than defend their ideas (Qing, 2006). Due to the many difference between genders, all activities and hobbies that are performed by each, are done
differently. How males and females approach each other either with computer mediated communication or face-to-face communication varies. According to Thompson (2012), who performed research on gender differences in social networking communication between men and women, she found that women use language skills to their advantage to build relationships. Women are these skills may assist women in their ability to identify emotions quicker than men. Unfortunately, changes in voice tone and body language are not available when one uses social networking sites because the information consists of static photographs and textual information. It is hypothesized that the lack of this information may cause more distress in women than men because they are not able to use these senses that have evolved in the female gender over the years. (Thompson, 2012) The results from these studies show that males and females use conversing over the internet differently, and interpret the meaning of each conversation differently.

**Self-Disclosure and Comfort**

Self-disclosure is the process of revealing information about them to get to know someone on a more personal level. When meeting in person, people tend to hold back more, and stick to the basic information such as their interests, jobs, hobbies, etc. (Rosen, Cheever, Cummings and Felt, 2010) performed four studies to find the biggest differences between online daters and traditional daters. First, they gathered information about the behaviors of online daters; they then looked at the differences and similarities of the traditional and online daters. Third, they studied the first two studies and looked the level of emotions in the first e-mail from a man to a woman. The last study, studied the self-disclosure of the e-mail from the man to the woman.
People who were found looking for partners online versus people who looked for partners traditionally differ in what characteristic they found important. Traditional “daters” found that personal information, personality, and education more important, online users thought that communication style and physical attractiveness was more important. Communication is a huge factor while getting to know something and physical appearance may not be portrayed properly over the internet. (Rosen, Cheever, Cummings, Felt, 2010)

In the study performed by (Gibbs, Ellison and Heino, 2006) the use of Social Penetration Theory in regards to the disclosure intimacy as one of the key factors of satisfying an interpersonal relationship. They have studied successful online relationships and what they have prospered from and how they got there. In the study, they focus on four dimensions of self-disclosure, honesty, amount, intent, and positive or negative valence along with perceived success. They focus in on two main dimensions: strategic success and self-presentation success. Strategic success takes into account that those involved in meeting new people over social networking may have different relational goals and how they go about to achieve those goals. Self-presentation success is an affective construct that is similar to satisfaction that has been used in prior research on self-presentation (Gibbs, Ellison, Heino, 2006) they found out those individuals who have long term goals of face to face relationships engage in higher levels of self-disclosure. They are more honest; they talked about more personal information and made more conscious about disclosures to individuals online.

The gendered communication patterns observed in previous research suggested that readers can infer the gender of message authors only from the language used in CMC. This judgment of gender online can cause potentially problematic group behavior such as mistaken intentions, false perceptions, and discrimination based on language used (Herring, 1994).
Research Questions

Research Question 1: Does social networking have an effect on social situations outside of computer mediated communication?

Research Question 2: Do males and females have different comfort levels while giving their information over social networking sites?

Research Question 3: Do males and females have different levels of perceived closeness while communicating with people over social networking sites?

Methods

While performing the study, the dependent variables that are looked at is, the comfort level when publicizing your information over social networking sites, and the closeness you have with people over social networking sites. These variables were chosen for the study because they have an effect on how we communicate over the internet and face-to-face. The independent variables are gender, allowing for comfort levels and closeness to be compared and differentiated with the gender of the subject.

The comfort level will take a look at how comfortable the subjects are with accepting strangers on social networking sites, and the information that they make public on their profile. The variable of closeness will look at how the subjects feel about their friends and follows that are connected to their social networking profiles. When considering age as a factor, this study is looking which sights different age groups use and their reasoning for using social networking sights.
While using gender as a factor, it will show if males and females have different comfort levels while using social networking, and if the levels differ whether it’s regarding the information that is made public, or if they feel comfortable accepting strangers and “considering them friends” on social networking sights. Using gender will also show, if males and females differ in their closeness of relationships and how they are connected on social networking sights.

The study consisted of a 25 question survey, with the use of multiple choice questions, and a Likert Scale. Through the multiple choice questions, gender, age, area of study, hours spent on the internet and social networking sites, and the uses and information you use your social networking sites for are all analyzed and discovered. The multiple choice questions allow for background on the subjects and their use of the internet and social networking. The Likert Scale ranges from 1-5 (1 “Strongly Disagree” 2 “Disagree” 3 “Neutral” 4 “Agree” 5 “Strongly Agree”). These questions address the comfort levels that users of social networking have while displaying their information in their profiles. The questions also focus on the closeness that the users feel with their “friends or followers” on their social networking sites. The Likert Scale allows for the subjects to express their opinions about the comfort and closeness that they feel while using social networking sites.

The survey was administered to 70 RIT students, 39 females and 31 males, who have experience with social networking sites. The subjects were recruited by the researcher administering surveys in different communication classes that were made available to the researcher.
Results

**RQ1:** Does social networking have an effect on social situations outside of computer mediated communication?

### Table 1

**Gender * How does social networking effect your social life outside of Facebook Crosstabulation**

<table>
<thead>
<tr>
<th>Gender</th>
<th>How does social networking effect your social life outside of Facebook</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Does Not Have any Effect</td>
<td>Somewhat has an effect</td>
</tr>
<tr>
<td>Female</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Male</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>38</td>
</tr>
</tbody>
</table>

**Symmetric Measures**

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Approx. Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal by Nominal</td>
<td>.075</td>
<td>.820</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>70</td>
<td></td>
</tr>
</tbody>
</table>

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
A chi-square cross tabulation test was conducted, examining the opinions of male and females and the effects that Facebook has on their outside social life. 46% of females and 38% of males said that Facebook does not have any effect on outside face-to-face communication. While 51% of females and 58% of males, believe that said that social networking has somewhat an effect on their social life outside of Facebook. Only 2% of the total subject population believes that it replaces most face-to-face communication.

Table 2

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you think social networking is an important part of social life?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>39</td>
<td>3.74</td>
<td>.850</td>
<td>.136</td>
</tr>
<tr>
<td>Male</td>
<td>31</td>
<td>3.29</td>
<td>1.071</td>
<td>.192</td>
</tr>
</tbody>
</table>

An independent sample t-test was conducted examining the importance of social networking in male and female’s social life. Females (M= 3.74, SD=.850) the standard error mean is .136, which shows that there is no significance between the two values. Males (M= 3.29, SD= 1.071) the standard error mean is .192 which shows that there is no significance between the two values.

Table 3
This test represents the correlations between genders, and the importance of social networking in one’s social life.

**Correlation: -.233  Significance: .052 > .05** There is no correlation, it is making a trend of a correlation since it is so close to .05.

RQ2: Do males and females have different comfort levels while giving their information over social networking sites?

An independent sample t-test was conducted to examine the comfort levels that males and females have displaying their information over social networking sites.
Question 1: Females (M=2.38, SD=.847) Standard Error Mean (.136) which shows that there is no significance between the two variables.

Males (M= 2.68, SD=.847) Standard Error Mean (.176) which shows that there is no significance between the two variables.

Question 2: Females (M= 2.74, SD=.938) Standard Error Mean (.150) which shows that there is no significance between the two variables.

Males (M= 3.03, SD=.875) Standard Error Mean (.157) which shows that there is no significance between the two variables.

This shows that there is no significant difference between males and females and their comfort levels when providing their information over social networking sites.

Table 5

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Do you feel your info is safe on social networking sites?</th>
<th>Do you feel comfortable displaying personal info on social networking sites?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Gender</td>
<td>.160</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.180</td>
</tr>
<tr>
<td>N</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>Do you feel your info is safe on social networking sites?</td>
<td>Pearson Correlation</td>
<td>.158</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.192</td>
</tr>
<tr>
<td>N</td>
<td>70</td>
<td>70</td>
</tr>
</tbody>
</table>

*a. Correlation is significant at the 0.05 level (2-tailed).*

This test represents the correlations between genders and their comfort levels of providing their information on social networking sites.
Question 1: Correlation: .160
Significance: .184 > .05, therefore there is no correlation

Question 2: Correlation: .158
Significance: .192 > .05, therefore there is no correlation

RQ3: Do males and females have different levels of closeness while communicating with people over social networking sites?

Table 6

<table>
<thead>
<tr>
<th>Group Statistics</th>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Std. Error Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you feel closer with a person if you connect with them on social networking sites?</td>
<td>Female</td>
<td>39</td>
<td>2.46</td>
<td>1.022</td>
<td>.164</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>31</td>
<td>2.65</td>
<td>1.112</td>
<td>.200</td>
</tr>
<tr>
<td>Do you feel comfortable talking to people over social networking sites?</td>
<td>Female</td>
<td>39</td>
<td>3.79</td>
<td>.695</td>
<td>.111</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>31</td>
<td>4.06</td>
<td>.574</td>
<td>.103</td>
</tr>
<tr>
<td>Do you feel more comfortable making friends over social networking sites rather than in person?</td>
<td>Female</td>
<td>39</td>
<td>2.10</td>
<td>.912</td>
<td>.146</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>31</td>
<td>2.06</td>
<td>.929</td>
<td>.167</td>
</tr>
<tr>
<td>Would you rather confront someone via social network rather than in person?</td>
<td>Female</td>
<td>39</td>
<td>2.23</td>
<td>1.012</td>
<td>.162</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>31</td>
<td>2.19</td>
<td>.980</td>
<td>.176</td>
</tr>
</tbody>
</table>
An independent sample t-test was conducted examining the different questions that regarded perceived closeness of social networking users by male and females and their perceived closeness with their “friends” on social networks.

**Question 1:** Females (M= 2.46, SD= 1.022)

Males (M=2.65, SD= 1.112)

This shows that there is no significant difference between the two variables (.164) and (.200)

**Question 2:** Females (M=3.79, SD=.695)

Males (M= 4.06, SD= .574)

This shows that there is no significant difference between the two variables (.111) and (.103)

**Question 3:** Females (M= 2.10, SD= .912)

Males (M= 2.06, SD=.929)

This shows that there is no significant difference between the two variables (.146) and (.167)

**Question 4:** Females (M= 2.23, SD= 1.012)

Males (M= 2.19, SD=.980)

This shows that there is no significant difference between the two variables (.162) and (.176)

There is no significant difference regarding gender and perceived closeness of social networking friends.

**Table 7**
This represents the correlations between gender and perceived closeness of social networking friends.

**Question 1:** Correlation: .087 - There is very slight correlation. Significance: .475 > .05, therefore there is no significance

**Question 2:** Correlation: .206 - There is slight to moderate correlation. Significance: .086 > .05, therefore there is no significance

**Question 3:** Correlation: -.021 - There is a negative correlation. Significance: .864 > .05, therefore there is no significance

**Question 4:** Correlation: -.019 - There is a negative correlation. Significance: .877 > .05, therefore there is no significance
Discussion

After analyzing the main variables of the study, females and males do not differ much when it comes to their comfort levels and perceived closeness on social networking sites. Females and males both agreed that social networking is an important part of social life, both having an average above 3, when asked if they think that social networking is an important part of socializing. Over half of both the females and males believed that Facebook does have some sort of effect on face-to-face communication.

Both males and females means fell within a few tenths of 3, on the Likert Scale when being asked about how comfortable they were with their information being on their social networking sites. While there wasn’t a large difference between the males and females comfort levels, males did have a slightly larger mean, only by a few tenths on both of the comfort level questions that were asked.

While analyzing the perceived levels of closeness that males and females had over social networking sites with their friends, I was expecting there to be a huge difference, and again females and males barely differed. One question that had a high mean for both males and females was “Do you feel more comfortable talking to people over social networking sites?” In which both fell into the “agree” category on the Likert Scale. The other three questions regarding confronting people on social networking sites, making friends over social networking sites, and feeling closer with a person if you meet over social networking sites, in which the means all fell within the 2’s, which mean that they disagree with those statements. So, both males and females do actually feel comfortable talking to people over social networking sites, they do not feel that they can meet people and be confrontational.
68% of my survey takers were in the age range of 18-21 years old, and 31% were in the age range of 22-25 years old. These are the generations that constantly use and have grown up with the evolution of social networking sites. They know how to use the sites, and have purposes behind why they use them. While I thought that males and females may use the sites for different purposes, overall they feel the same about how they maintain their relationships and connections with the people on the sites.

Conclusion

Limitations that occurred had to do with my sample size, the age of the subjects recruited, and parts of my methodology. To begin with, I would have made a larger sample size with a bigger age range, going out to more than just RIT students. I believe that this would have allowed me to see if older generations feel the same about displaying their information over social networking sites, and the perceived closeness of their social networking site friends. This would have been interesting to look at since they did not grow up with all of this technology and are being introduced to it at an older age, which causes them some confusion on the proper use of social networking.

While I was trying to group my variables to run my tests, I ran into the problem of the Reliability Test (Cronbach Alpha) to not give me any results above .7, which led me having to insert the questions separately and analyzing them separately. If I could have made my survey differently, I would have added more basic questions to my Likert Scale, allowing for easier analysis of the questions and answers.

My suggestions for future research would to be to make a longer survey with more basic questions. This would allow for the reader to easily understand the questions, and not cause any
confusion. Easily stated questions would also be easier to analyze and group into categories, which would make grouping and running tests easier to understand. Also, allowing for a larger and bigger sample size in such a broad category such as social networking, would really allow for different results and conclusions based on the data given.

Overall, this survey changed my mind on how I though males and females differed while using social networking. I always thought that males wouldn’t care about their information to be posted to the internet, since they are more care-free about their privacy and those females would use their social networks to keep up with friends and connect more with people. I think that I was lucky enough to find that males and females are equal in both their comfort levels of providing their information, and their closeness that they keep with their social networking friends.
Appendix

Figure 1: Consent form

Consent Form

Title of the Study: Social Networking Effects on Face-To-Face Communication

The purpose of this study is to examine the relationship between computer mediated communication and face to face communication, and the comfort levels of the users associated with each mode of communication. You will be asked about social networking sites (computer mediated communication), face-to-face communication, and your thoughts and experiences within them.

The survey will take you approximately 15 minutes to complete. Participation is voluntary. You may choose not to participate, and may choose to stop participating at any point during the survey with no penalty. We don’t anticipate any risk to you if you participate in this survey.

All responses will remain confidential to the researcher in a password protected file. Your privacy will be protected to the maximum extent as allowed by law. Data that has been gathered will be reported anonymously.

If you have questions or concerns regarding your rights as a student participant you may contact, Heather Foti, Associate Director of Human Subjects Research Office, ((585)475-7673/ hmftrs@rit.edu).

If you have any questions about this study people contact the researcher, Chelsea Roberts ((518)221-0953/ cmr3177@rit.edu).
Figure 2: Survey

**Social Networking Effects on Face To Face Communication Survey**

**Please circle your gender:**
- Female
- Male
- Other

**How many hours a week do you spend on the internet?**
- Less than 5
- 5-10
- 10-20
- 20-30
- 30+

**How many hours a week do you spend on social networking sites?**
- Less than 5
- 5-10
- 10-20
- 20-30
- 30+

**Which social networking sites do you have a profile with (Circle all that apply)**
- Facebook
- Twitter
- LinkedIn
- MySpace
- Google +
- Online Dating Site (name specifically) _________________

**Out of those sites, which do you use most?** _________________

**Do you use social media for personal entertainment or work purposes?**
- Personal
- Work
- Both
- Neither

**What do you mostly use these sites for? (You may select more than one)**
- Keeping in touch with friends
- Planning Events
- Making new friends
- Dating
- Local events information
- Time Wasting
- Job Searching
- Other: __________________________________________

**Please indicate what information you include on your social networking sites**
- Email Address
- Home City
- Phone Number
- Photos of yourself
- Political Views
Real Name
Relationship Status
Other: __________________

How does online networking effect your social life outside of Facebook?

Does not have an effect on face to face communication
Somewhat has an effect on face to face communication
Replaces most face to face communication

Would you accept strangers who wanted to add you on social networking sites?

Yes  No  Other: ______________

Please rate the following statements

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Do you feel that your information is safe on social networking sites?

Do you use social networking sites to make new friends?

Do you feel comfortable talking to people over social networking sites?

Do you think social networking is an important part of social life?

Would you rather confront someone via social networking site rather than in person?

Would you be comfortable to approach over half of your friends on a social network, in person?

Would you give a person you just met, the same information that is on your social networking profile?

Are your social networking sites a correct representation of yourself?

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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Please identify your age:

- 18-21
- 22-25
- 26-29
- 30+

What is your relationship status?
- Married
- Single
- In Relationship
- Other: __________

You are an:
- An undergraduate student
- A graduate student
- A recent graduate

What is your area of study: __________________________

Works Cited


Toma, C. & Hancock, J. (2010). Looks and lies: The role of physical attractiveness in online