

Facets of Facebook

Use and Users

Edited by
Kathrin Knautz and Katsiaryna S. Baran

DE GRUYTER
SAUR



An electronic version of this book is freely available, thanks to the support of libraries working with Knowledge Unlatched. KU is a collaborative initiative designed to make high quality books Open Access. More information about the initiative and links to the Open Access version can be found at www.knowledgeunlatched.org

ISBN 978-3-11-041935-1

e-ISBN (PDF) 978-3-11-041816-3

e-ISBN (EPUB) 978-3-11-041820-0



This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivs 3.0 License. For details go to <http://creativecommons.org/licenses/by-nc-nd/3.0/>.

Library of Congress Cataloging-in-Publication Data

A CIP catalog record for this book has been applied for at the Library of Congress.

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de>.

© 2016 Kathrin Knautz and Katsiaryna S. Baran,
publiziert von Walter de Gruyter GmbH, Berlin/Boston
Typesetting: fidus Publikations-Service GmbH, Nördlingen
Printing and binding: CPI books GmbH, Leck
☺ Printed on acid-free paper
Printed in Germany

www.degruyter.com

Preface

This anthology presents state-of-the-art research pertaining to information science and empirical study on the social network service (SNS) Facebook.

Over the past decade, online social networking sites have revolutionized the ways we communicate with our friends, groups, and communities, and have fundamentally changed how we approach numerous everyday activities. Without a doubt, the technology has introduced new opportunities for understanding social behavior and for building socially intelligent systems and networks. These variations affect modern-day research due to the continuously updated stream of user-generated content and huge amounts of such data posted on and hosted by social media platforms.

These phenomena have motivated our assembling the following articles for publication as an anthology. We believe they address the most current information science interest as regards Facebook. Our ambition in doing so has been to reflect a wide range of study and results concerning our analysis of this SNS with implications for interdisciplinary fields such as the social sciences, law, information literacy, and history. Our anthology includes original articles on different topics related to Facebook, including such user facets as age, sex, and culture, as well as facets of use, for example, privacy behavior, unfriending on Facebook, Facebook addiction, and perceptions of quality. Nearly every aspect of Facebook use has received careful attention by the authors contributing to this book.

The anthology is composed of the following chapters reflecting both uses and users of the SNS, and pays particular attention to the following facets:

- Chapter 1: Unfriending. This chapter highlights unfriending behavior on Facebook and the categories of friends most often unfriended on this SNS, the causes prompting one person to unfriend others, and the emotions experienced by both those unfriending and those being unfriended.
- Chapter 2: Photo publication. This chapter discusses adolescent image dissemination behavior on Facebook in terms of age, gender, and privacy settings. It especially focuses on the sexting aspect.
- Chapter 3: Addiction. This chapter presents methods used to measure Facebook addiction. The authors focus on Facebook addiction scales and factors that may lead to too much as well as addictive Facebook usage.
- Chapter 4: Gaming. This chapter examines Facebook social games in conjunction with social interactivity and play experiences as well as the role of game play in players' everyday lives.
- Chapter 5: Information literacy. This chapter discusses the level of information literacy observed in Facebook users and describes users' self-assessments concerning their perceptions of information literacy, as well as how

they represent, appropriate, and create information. Legal, ethical, and privacy aspects also are considered.

- Chapter 6: Privacy. This chapter investigates users' privacy behavior after the data security breach in the United States involving government contractor Edward Snowden. The author investigates whether users are concerned about their online privacy and any actions they take to minimize risks of privacy violations. Additionally, the chapter discusses the “pushback” phenomenon.
- Chapter 7: Death and bereavement. This chapter uses of a corpus-based study that compares results found in the international literature investigating connections among online elaborations of mourning. It analyzes web-based community pages that include posts and comments regarding the topic of death.
- Chapter 8: History. This chapter discusses whether Facebook is a valuable source for historical science, especially for microhistory or “history from below.” For such purposes of analysis, informetrics and statistical methods are applied.
- Chapter 9: Science communication. This chapter analyzes how research centers and public universities use Facebook, Twitter, and YouTube to make their scientific findings publicly available. Three aspects are measured: presence, connectivity, and intensity.
- Chapter 10: Biased user perceptions. This chapter investigates if constructs such as the Technology Acceptance Model (TAM) are valid and reliable for SNSs research. The authors detected a bias on quantitative TAM-like surveys, the so-called “standard-dependent user blindness” (SDUB). This finding points out the challenges in gathering unbiased user perceptions on SNSs markets.
- Chapter 11: Legal. The concluding chapter focuses on social networking services and the question of whether current European competition law is sufficient to control these new, rapidly evolving developments for providing information. Markets for consumer communication services (CCS) as well as aspects of data privacy are also addressed.

We believe the intended audience for this anthology will consist of social media researchers, information scientists, social scientists, and, not least, everyone interested in Facebook-related topics. We imagine readers will bring to their reading of the text a basic knowledge in the area of SNS research and methodology. We hope this book will lead readers toward a better understanding of social

media, and in particular, the myriad facets of Facebook users and their use of the service.

Katsiaryna S. Baran and Kathrin Knautz
Heinrich Heine University, Department of Information Science
Düsseldorf, Germany
August 2016

