Research Questions and Results

Research Question 1
What is the relationship between frequency of Facebook use and general relationship satisfaction among Facebook users?

Results
Data suggests that frequent use of Facebook and general relationship satisfaction are positively correlated.

Research Question 2
What is the relationship between frequency of Facebook use and Facebook users’ perceptions of friendship?

Results
Data suggests that the amount of Facebook use is positively correlated with the perceived close friendships.

Method
Participants
• 250 participants with a focus on young adults ages 18 to 25
  * 74 males, 174 females, 2 identified as other

Procedure
• Online Qualtrics survey
• Convenience sample through Facebook and Department of Communication email

Measurements
• Questions on Facebook use
  • Example: “How long are you logged on to Facebook on a typical day?”
• Relationship satisfaction via Norton’s Liking Scale (1983), m= 33.47, SD= 4.88, α= .93.
• Example: “My relationships with my friends are stable.”
• Questions about friendship based on Becker’s (2009) research
  • Example: “Face-to-face communication with my friends is important.”

Figure 1) Age and Number of Respondents

Abstract
Facebook is a social networking site where users create profiles and engage in an online global community through the process of reciprocal “friendship”. Previous research has shown that Facebook promotes low commitment and weak relational ties among college students (Lewis and West 2009). However, research has not shown how the frequency of Facebook use is related to relationship satisfaction. Further, given the increasing use of Facebook, people’s perception of friendship may have changed due to the transition from face to face to online communication through Facebook.

Implications
• Data suggests that the perception of friendship has been changed across generations
• Could be correlated to technology and its influence on relationships
• Could be further examined through a longitudinal study

Something Interesting:
Our results also show that users with a higher amount of friends perceive these friendships to be closer, conflicting with the literature that says Facebook use promotes low relational ties (Lewis and West 2009).

The printing of this poster was funded by Differential Tuition.