



# Friends (Temporarily) Forever: Frequency of Facebook Use, Relationship Satisfaction, and Perception of Friendship

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## Method

### Participants

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

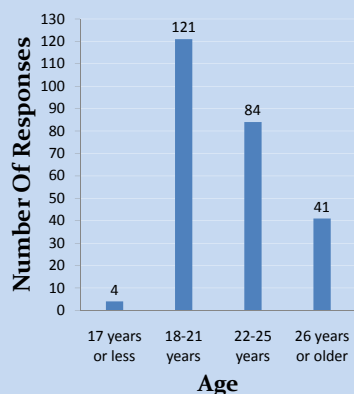
### Procedure

- 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),  $m = 33.47$ ,  $SD = 4.88$ ,  $\alpha = .93$ .
  - 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 "friending". 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).

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## 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.

\*\* Correlation is significant at the 0.01 level (2-tailed).  
\* Correlation is significant at the 0.05 level (2-tailed).

Table 1)		LIKING	How many Facebook friends do you have?	In the average week, how many days do you log into your Facebook account?	Since you started using Facebook, in general do you communicate with friends more often?
Correlation between Norton's Liking Scale and Frequent use of Facebook					
Liking	Pearson Correlation	1	.88**	.126*	-.134*
	Sig. (2-tailed)		.003	.049	.036
	N	250	245	245	245
How many Facebook friends do you have?	Pearson Correlation	.88**	1	.264**	-.191**
	Sig. (2-tailed)	.003		.000	.003
	N	245	245	245	245
In the average week, how many days do you log into your Facebook account?	Pearson Correlation	.126*	.264**	1	-.346**
	Sig. (2-tailed)	.049	.000		.000
	N	245	245	245	245

### 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 friends is positively correlated with the perceived close friendships.

\*\* Correlation is significant at the 0.01 level (2-tailed).  
\* Correlation is significant at the 0.05 level (2-tailed).

Table 2)		I have meaningful interactions with my friends.	When a friend is in need I feel obligated to help them.
Correlation between amount of Facebook Friends and Perceived close friendships			
How many Facebook friends do you have?	Pearson Correlation	.337**	.086**
	Sig. (2-tailed)	.000	.003
	N	245	245
How many close friends do you have?	Pearson Correlation	.240**	.118
	Sig. (2-tailed)	.000	.063
	N	250	250
I have meaningful interactions with my friends.	Pearson Correlation	1	.493**
	Sig. (2-tailed)		.000
	N	250	250
When a friend is in need I feel obligated to help them.	Pearson Correlation	.493**	1
	Sig. (2-tailed)	.000	
	N	250	250