

END OF FUNDING PERIOD REPORT
LAUC Statewide Grants, Research & Professional Development Committee

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TITLE OF PROJECT:

Time Period of Grant: Study of UC Berkeley Student Use of Facebook for Academic Purposes
Amount of Award Received: \$4127.00
Original Abstract as Submitted:

The principle objective of this study is to investigate through survey, observation and interviews the potential role Facebook, the popular online social network, can play in the utilization of University Library resources and services by UC Berkeley students. The project will meet this objective by focusing on the degree to which students employ Facebook in their study habits and by investigating students' willingness to access library services and communicate with library personnel through Facebook. This study will attempt to replicate and build on the results of a research project conducted by Gelman Library staff at George Washington University.

A key component of this study is the examination of student attitudes towards formal academic presences (e.g., librarians, professors) on Facebook. In assessing student perceptions about the "appropriateness" of online social networks for existing or potential study purposes, this project will shed light on how students understand, employ, and react to the University Library's online presence. Ultimately, this study aims to incorporate its observations and insights into a consideration of how the University Library might better employ Facebook as a resource for improving student services. The study's findings will be presented in a report intended for publication.

I. ACCOMPLISHMENTS and EVALUATION

- Describe what was achieved during the time period of the grant.

Staffing changes and time constraints prevented me from working on this project during the fiscal year 2009-2010.

- What aspects were completed as proposed? If your study could not be completed as proposed, explain how your plans were altered.

My plan is to move the timeline back and complete this project during the 2010-2011 fiscal year.

- Did the project accomplish what it intended? Did it make a difference?

- Include any relevant quantitative data, if applicable (e.g. How many individuals have benefited from this project? In what way? This may include various output measures such as circulation, reference transactions, program attendance, survey responses, etc. as appropriate.)
- Include any anecdotes, if applicable.
- What would you do differently next time, if anything?
- What advice do you have for others applying for LAUC research grants?

II. IS YOUR PROJECT COMPLETED? Yes__ No_X

If No, what is needed to complete the project? Is more time needed? Or more funds?

I need another year in which to complete the project.

III. FINANCIAL STATEMENT

Please explain how the funds received were spent. Attach your original budget and indicate how well your estimates matched with actual expenditures. Receipts are not necessary.

No funds were spent.

IV. SHARING YOUR PRODUCT/RESULTS

What are your plans for disseminating the results of your work? If it will be a web page or product, or published article or book, when will it be available to the public? Include citations/URLs if known.

V. NOTE

Information included in this report may be reprinted or posted on the web for dissemination to UCOP, other UC Libraries, and future potential LAUC grant applicants.