



Personal Documentation Activities in
a Social Network Site: **facebook**, a
Collection of Moments of Your Life?

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Facebook

+ Most Popular SNS

- + 750 million members world wide; More than 50% of them access in any given day (2011)
- + 6th most trafficked site in the US and 1st for photo sharing (2007)

+ Profiles, updates, photos, links, favorites

- + Self-Presentation
- + Personal identity
- + Social networks (mostly existing networks offline, rather than relationship initiation)
- + Collection of moments of someone's life

+ Exhibitionism and Voyeurism

- + Facebook being a motivation to record everyday life.

Facebook wall for personal history?

- + This study investigates
 - + General status of personal documentation activities in Facebook;
 - + How users perceive their activities in Facebook in relation to personal documentation;
 - + Factors influencing personal documentation activities on Facebook.

Methodology

+ Online Survey

- + SurveyMonkey and Amazon's Mechanical Turks (crowdsourcing market place)

+ Survey questions regarding...

- + Facebook Activities
- + Attitudes on FB and general social media
- + Perceptions and activities about personal documentation
- + Some general factors influencing activities of personal documentation on FB

+ 503 participants

- + Took about 5 hours to collect data

Facebook users (Demographics)

- + Gender: 268 females (53.29%) and 234 males (46.71%)
- + Age: 18-81 (mean = 30.02)
- + Household income: median range = 40k to 60k
- + Friends: 2 to over 5000 (mean= 295.19)
- + 65.8% (331) respondents spent more than 30 minutes per day on Facebook
- + 52.88% (266) respondents created post more than 1 or 2 days per week

Feelings about Facebook

Questions	Mean (Standard Deviation)
Facebook is part of my usual routine.	3.98 (0.99)
I would feel sorry if Facebook shut down.	3.55 (1.21)
I'm proud to tell people I'm on Facebook.	3.20 (1.03)
I sometimes feel I spend too much time in Facebook.	3.04 (1.26)
I feel out of touch when I haven't logged onto Facebook for a while.	3.18 (1.25)

+ Questions

- + 5 Likert Scale (1: strongly disagree, 5: strongly agree)
- + Mean=3.00 (neutral)

Facebook content (rank)

Your wall is about..

1. About what I'm doing
2. About my personal interests
3. News or info. my friends might be interested in
4. Personal opinions on social, political, cultural issues
5. About my schedules and plans
6. About what my family doing
7. My professional interests

Most Interesting from Friends' Wall

1. About what they are up to
2. What they think about social, political, cultural issues
3. About their interests (what entertains them)
4. Their work lives
5. Their networks

Profile information

- + Real Name (91.4%)
- + Personal and/or family photos (82.2%)
- + Schools (79%)
- + Relationship status (73.8%)
- + Birthday (75%)
- + Hometown (68.6%)
- + Current place of living (62.8%)
- + Occupation (57.4%)
- + Email (46.8%)
- + Phone number (16.6%)
- + No info. (0.8%)

Activities in Facebook for personal documentation

Questions	Mean (SD)
I create my profile.	4.30 (0.79)
I update my profile when I have changes in personal information.	3.83 (1.04)
I post information about my favorite things (music, movie, internet links, etc.).	3.50 (1.15)
I sometimes take photos with Facebook in mind.	3.20 (1.30)
I think of Facebook to post when I find something interesting.	3.41 (1.20)
I provide descriptions on photos, videos, links, etc. that I post (when, where, what, why, who-s about).	3.47 (1.14)
I look at Facebook posts to recall details about past events, places, people.	3.42 (1.17)

Perceptions about Facebook for personal documentation

Questions	Mean (SD)
Facebook is an easy tool to document my personal stories.	3.56 (1.05)
My Facebook profile is an opportunity to present myself as who I am and/or what I would like to be.	3.65 (1.03)
Facebook is a good tool that I get to know about my friends.	3.91 (0.92)
I would feel sorry if I lose my content on Facebook.	3.36 (1.03)
Facebook allows me to access to my everyday stories easily and frequently.	3.56 (1.03)
<i>My Facebook wall is a good presentation of my everyday life.</i>	<i>2.84 (1.24)</i>
<i>I use Facebook for making notes on my everyday life.</i>	<i>2.20 (1.10)</i>

Factors on personal documentation on Facebook (Exploratory Factor Analysis: SPSS)

- + Facebook Use Pattern
 - + # of Friends, Length of logon time, post frequency, self-presentation level (profile)
- + Feelings about Facebook
 - + I'm proud to tell I'm on Facebook.
- + Functions of Facebook
 - + I read and write posts and comments on my friends' walls.
- + Personal digital archiving
 - + I backup my computer regularly.
- + Personal documentation in general
 - + I keep journals.
- + Privacy within Facebook
 - + I control the visibility level of my posts.
- + Trust on Facebook
 - + I think I'll be able to use Facebook for quite a while for similar purposes that I use now
- + Web security awareness
 - + I'm worried that my personal contents stored on the web may be lost.

Correlation

- + Between these factors and personal documentation related perceptions/activities in Facebook
- + Pearson correlation (SPSS)
 - + to see if there are statistically significant correlations among variables
 - + Pearson correlation value (-1 to 1)
 - + 0= no significant association; 0.001 to 0.299= weak association; 0.300 to 0.599= moderate association; 0.600 to 1= significant association
 - + P-value (significance)
 - + a lower number (≤ 0.01) indicates that the correlation is significant statistically

Correlation (SPSS)

i. Correlations between potential factors and personal documentation on Facebook

action	Feeling1 (3-1) ^{ss}	Feeling2 (3-2) ^{ss}	Feeling3 (3-3)	Feeling4 (3-6)	Feeling5 (3-7)	Activity 1 (13-1)	Activity 2 (13-2)	Activity 3 (13-4)	Activity 4 (13-5)	PDA1 (15-8)	PDA2 (15-9)	PDA3 (15-10)	PDA4 (15-11)	PDA5 (15-12)	PH1 (15- 1)	PH 2 (15- 6)	PH 3 (15- 7)	Privacy 1 (22-2)	Privacy 2 (22-6)	Privacy 3 (22-7)	Trust 1 (22-1)	Trust 2 (22-3)	WSA 1(25-1)	WSA 2 (25-2)	
Pearson	.425**	.348**	.360**	.189**	.312**	.349**	.330**	.226**	.234**	.136**	.132**	-0.056	-0.016	.109*	.252**	0.081	.171**	-0.03	-0.01	0.009	.275**	.275**	.190**	-0.001	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.002	0.003	0.214	0.727	0.015	0	0.07	0	0.502	0.824	0.84	0	0	0	0.979	
N	502	498	499	501	502	498	498	494	497	498	501	497	500	500	501	498	500	499	499	499	499	497	497	500	500
Pearson	.421**	.407**	.344**	.158**	.331**	.424**	.407**	.291**	.316**	.132**	0.064	-0.019	0.032	.145**	.287**	0.087	.166**	0.047	-0.05	0.046	.270**	.387**	.157**	-0.004	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.003	0.155	0.679	0.482	0.001	0	0.052	0	0.296	0.268	0.303	0	0	0	0.921	
N	500	496	497	499	500	496	496	492	496	496	499	495	498	498	499	496	498	497	497	497	497	495	498	498	
Pearson	.478**	.494**	.419**	.226**	.373**	.415**	.417**	.290**	.392**	.102*	.225**	0.016	0.045	.131**	.215**	-0.03	0.046	0.069	-0.016	0.068	.257**	.393**	.157**	-0.008	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.023	0	0.72	0.318	0.003	0	0.5	0.301	0.127	0.725	0.131	0	0	0	0.854	
N	500	496	497	499	500	496	496	492	495	496	499	495	498	498	499	496	498	497	497	497	497	495	498	498	
Pearson	.497**	.657**	.509**	.244**	.508**	.327**	.324**	.275**	.275**	.129**	.162**	-0.08	-0.037	.168**	.313**	.190**	.229**	0.04	0.003	0.038	.313**	.406**	.246**	0.083	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.004	0	0.077	0.405	0	0	0	0	0.378	0.955	0.394	0	0	0	0.065	
N	500	496	497	499	500	496	496	492	495	496	499	495	498	498	499	496	498	497	497	497	497	495	498	498	
Pearson	.443**	.441**	.411**	.244**	.411**	.360**	.341**	.302**	.289**	0.053	.123**	-0.06	0.024	.107*	.281**	.104*	.226**	-0.004	-0.001	-0.003	.279**	.389**	.120**	0.032	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.242	0.006	0.184	0.595	0.017	0	0.021	0	0.924	0.978	0.94	0	0	0.007	0.472	
N	500	496	497	499	500	496	496	492	495	496	499	495	498	499	499	496	498	497	497	497	497	495	498	498	
Pearson	.432**	.478**	.449**	.266**	.374**	.333**	.325**	.267**	.216**	0.073	.147**	0.029	-0.008	.171**	.277**	.147**	.233**	-0.041	0.046	0.023	.311**	.270**	.174**	.168**	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.105	0.001	0.525	0.856	0	0	0.001	0	0.361	0.301	0.611	0	0	0	0	
N	501	497	498	500	501	497	497	493	496	497	500	496	499	499	500	497	499	498	499	498	498	496	499	499	
Pearson	.378**	.407**	.390**	.163**	.336**	.343**	.323**	.287**	.258**	.111*	0.068	0.027	0.073	.190**	.219**	.122**	.193**	0.004	0.062	0.064	.339**	.301**	.108*	.131**	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.014	0.132	0.542	0.102	0	0	0.006	0	0.933	0.166	0.154	0	0	0.016	0.003	
N	500	496	497	499	500	496	496	492	495	496	499	495	498	498	499	496	498	499	499	499	499	497	500	500	
Pearson	.204**	.241**	.199**	.272**	.223**	.098*	.138**	0.08	.136**	0.033	0.035	-0.013	-0.027	0.063	.189**	.130**	.241**	-0.065	-0.011	0.059	.182**	.141**	.132**	.108*	
Sig.(2-tailed)	0	0	0	0	0	0.029	0.002	0.078	0.002	0.47	0.441	0.779	0.55	0.162	0	0.004	0	0.145	0.803	0.187	0	0.002	0.003	0.016	
N	499	495	496	498	499	495	495	491	494	495	498	494	497	497	498	495	497	498	498	498	498	496	499	499	
Pearson	.287**	.253**	.177**	.178**	.260**	.234**	.320**	.217**	.202**	.148**	0.044	0.019	0.008	0.055	.259**	.104*	.119**	-0.06	-0.038	0.042	.225**	.242**	.143**	0.027	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.001	0.332	0.669	0.853	0.224	0	0.021	0.008	0.181	0.395	0.346	0	0	0.001	0.555	
N	496	492	493	495	496	492	492	488	491	492	495	491	494	494	495	492	494	495	495	495	495	493	496	496	
Pearson	.453**	.357**	.296**	.323**	.338**	.280**	.290**	.172**	.266**	0.073	0.07	-0.06	0.039	0.044	.309**	-0.005	.101*	-0.066	-0.068	0.034	.170**	.307**	0.082	0.044	
Sig.(2-tailed)	0	0	0	0	0	0	0	0	0	0.104	0.12	0.183	0.386	0.33	0	0.91	0.025	0.144	0.128	0.445	0	0	0.067	0.331	
N	496	492	493	495	496	492	492	488	491	492	495	491	494	494	495	492	494	495	495	495	495	493	496	496	
Pearson	.281**	.214**	.115*	.114*	.241**	.240**	.270**	.123**	.133**	.195**	0.072	-.143**	-0.003	0.018	.230**	0.042	0.056	-0.072	-0.011	-0.045	.179**	.250**	0.046	-0.019	
Sig.(2-tailed)	0	0	0.011	0.011	0	0	0	0.007	0.003	0	0.111	0.002	0.941	0.688	0	0.355	0.214	0.112	0.807	0.314	0	0	0.308	0.672	
N	495	491	492	494	495	491	491	487	490	491	494	490	493	493	494	491	493	494	494	494	494	492	495	495	

tion is significant at the .01 level (2-tailed).

ion is significant at the .05 level (2-tailed).

r the codes of variables can be found in Table 4.

or the codes of variables can be found in Table 7.

Correlation: Summary

- + Feelings about Facebook show the strongest association with personal documentation activities in Facebook.
- + Active use of Facebook functions & trust about Facebook present moderate associations
- + Frequency of wall posts show moderate associations

Correlation: Summary (cont'd)

- + General attitudes on personal documentation; personal digital archiving behaviors; web security awareness
 - + very weak associations
- + # of friends and profile information
 - + no (or very weak) association
- + Privacy within Facebook
 - + no association

Discussions

- + Facebook walls with personal stories and news day by day; Profiles with real information of self; network with actual friends
- + Users think Facebook is a good tool for personal documentation purposes.
- + These activities were not perceived as personal documentation.
 - + Users think that they are networking, rather than documenting
 - + Remaining traces of one's life without being aware of doing it?
- + General behaviors of personal documentation do not seem to influence much on their activities of personal documentation on Facebook.

More challenges for archivist?

- + Facebook content for personal records?
 - + Not aware of as such by individuals (how to collect?)
 - + Commercial service: no long-term preservation promised
- + Ubiquitous nature of clouds: not just Facebook, but also Twitter, Tumblr, Pinterest, etc. etc. etc.
- + Facebook data: how cultural institutions have access to the database of a commercial company?



Thank you.

Questions? Comments? [dsinn@albany.edu] 