Facebook Addiction – It’s a Click Away

An effort to raise awareness in the goal of cracking down on Facebook addictions as well as other technological outlets.

Tag Words: Facebook, addiction, FAD, technology, dependency, websites, PDA, cell phone, apps, iPod, iPhone, computer, Internet, epidemic, social network, status update, obsession, college students, Rutgers University, www.youtube.com/RUethicsinscience, www.thefacebookaddiction.com

Authors: Daniela Colabelli, Andres Morales, and James Dumont with Julie M. Fagan, Ph.D.

Summary (Daniela Colabelli)

This project was brought together in hopes of bringing awareness to Rutgers University campuses as well as publically around the United States about the addictions we have to technology. The issue which came to be the main focus of the project was people’s addiction to the website Facebook.com and how it has interrupted their everyday lives. In order to reach out to all the possible entities of the globe, the students began to surface videos on youtube.com that could be viewed internationally, posted a blog and videos on the Facebook addiction website with others trying to come to a similar solution, and a survey was given to 100 random students to get a sample of how others view their actions on the website.
The Issue: Facebook Addiction (Daniela Colabelli)

Social networking has been around for centuries, before technology and the Internet. Business cards, flyers, TV commercials, banners, and social events were the only available tools people used to network themselves. Photos were actually tangible, and status updates were exchanged in normal conversation with friends and family. The obsession we know now as Facebook has taken these tools and magnified them by an infinite number. Digital photography allows users to broadcast pictures all over the globe to others, as well as their profile including their job, interests, status updates, wall comments made by friends and family, and much more. The possibilities are endless. The birth of Facebook was originally created in hopes of connecting college students with each other. The credentials to join were strict; you needed to be a current student in an acknowledged college. Since September of 2006, anyone over the age of 13 that has a valid email address is allowed to create a profile. This opened the website to a vast amount of users.

To this day, Facebook is constantly changing its look. It evolved from just having a wall and an area to tell others about yourself, to now there are applications for throwing snowballs and sending virtual bumper stickers. The website changed from a simple college network to being the “new myspace”. It slowly crept into everyday conversation and slogans like “Facebook that” or “Facebook stalk”. Now, the website has become an absolute addiction with users. Facebook is not only available on your computer, but on your cell phone, iPod, and pretty much anything that can connect to the Internet. It is at our fingertips and its users are becoming captivated by it. The constant updates, the wall posting, the photo tagging, its all gone too far and now can be diagnosed as Facebook Addiction Disorder (FAD). It is no secret that the Facebook website is being abused by those that use it constantly. The site is usually blocked at work computers and has officially been banned in Syria, China, Vietnam, and Iran. For those countries to take action against the site show it is hurting more than it is beneficial.

When you first get onto the Facebook website, you are welcomed with a general statement about the server. “Facebook is a utility that connects people with friends and upload. People use to keep up with friends. study and live around them, others who work and learn more about the people, share links and videos, an unlimited number of photos minute update on your -by- It is a minute. Facebook is much more, can be an epidemic. The rise of “social network” every move mission is to create awareness of the addiction that is prominent primarily in college students and eventually get to a point where there can be a “No Facebook Day” that can e users to understand how much it has impacted their reoccur each year in hopes for thos lives

we have established three separate parts in which we took. Along with my fellow partners Not only did we make videos that are but still had input from all of us, control in but also have come in contact with a public interactive, com.youtube.www.streaming on e where we have begun to write addiction-facebook/blogs/com.icecream melts://http blog on We also had a a blog and have posted a video there as well to promote awareness
students to represent a small sample of Rutgers to see whether or not our assumptions were true

(ORALESMNDRESA)

Facebook, Inc. operates as a social networking Website. It enables members to look up friend’s Web pages, as well as share photos and videos. Its key executives are co-founders Mark Zuckerberg, Eduardo Saverin, and Chris Hughes. The facebook frenzy started on the campus of Harvard by Mr. Zuckerberg when he was a sophomore, it has now evolved into Facebook Inc. Facebook, Inc. has a strategic alliance with The Nielsen Company. The Nielsen Company is an American marketing and advertising Research Company that is active in over 100 countries and amassed $5 billion worldwide in 2008. Their contact information is University Avenue 156
.4801-543-650and fax .4800-543-650phone number .94301CA .Palo Alto 300Suite

Facebook along with twitter and text messaging has made our country very dependent on technology. Nearly everyone has at least one cell phone with applications that allow them to check their Facebook, twitters, and texts. Communicating through technology has become as easy as drinking water or breathing air, and occurs just as often, if not more. The dependency our nation has on technology is absurd. People are so busy looking down at their phones or up at their computer screens that they are missing the world around them. People are spending less time physically interacting with each other and are spending an excessive amount of time socializing over the web. In order to reach our audience in a fun and friendly manner to keep them interested in our thoughts and want to continue listening to what we had to say, one way we did this was through videos we made on our own. The purpose of the videos is to show that the emphasis people put on Facebook is unnecessary. The status updates, Pokes, Likes, photo uploads, and other accessories that the site offers are not as important as people make them seem with all the time spent on the site. We used satire and over exaggeration to mock the things people enjoy most about the site. Our goal is to raise awareness regarding the over excessive use of the site and we encourage its users to limit the amount of time they spend on Facebook.

The Service Project: Public Service Announcements
(James Dumont)

Our group project was three Public Service Announcements that depicted comedic situations in which today’s society is addicted to Facebook. We also did a survey of 100 students that detailed the extent to which students had a Facebook at Rutgers, how often they used the website, and how they felt about their use of the website. The surveys would give us a quantitative measure of how prevalent Facebook is, and the impact the website has on the student community.

Our survey found that 96 of the 100 people who we surveyed had a Facebook, and checked it at least once a day. Of those 96, nine students checked their profiles only once a day, while 41 checked it a few times a day, 5 checked it every hour, and 41 checked it throughout the day. This fact shows that a vast majority of the Rutgers student body not only has a Facebook account, but that most of these students spend a large portion of their day on the website, when they could be spending their time on other activities, including schoolwork. Of the students with Facebook accounts, 73 admit to
procrastinating their work that needs to be done by going on Facebook instead of doing their work. However, only 14 admit that their bad grades are directly to blame by their Facebook usage. This number seems rather small compared to the number of people who admit they procrastinate due to their profiles, but I’m sure a much larger amount of people could do much better in school if they didn’t spend as much time on the website. Forty-three of the 96 people with a profile claim to be addicted to Facebook. This number is probably a little higher, because not everybody is comfortable admitting to this fact. As we all know, the first symptom of Addiction is denial.

By doing the survey, we have proven that Facebook is an enormous network at Rutgers, and that the typical student has an account that they check more than regularly. The surveys allow us to understand the student body as a whole, and understand that Facebook is a huge problem that needs to be addressed among the student community. If students are willing to admit that they are addicted to Facebook, and that the site is affecting their grades for the worse, something must be done to take control of the usage among the student body. In order for a problem to be understood, awareness must exist, and our PSA’s intend on getting the message out to these students.

(Daniela Colabelli)

To work on expanding our audience base, we tried to utilize our resources in getting our issues out into the public’s eye. I came in contact with a creator of the website icecreammelts.com which has a public blog completely dedicated to Facebook Addictions and there is an author of a book written on the subject that oversees the blog. In order to create a blog on the page we needed to sign up and register for it and then we could begin to preach to the public. Not only were blogs allowed, but I am currently working on uploading our videos to the site as well. This is a great resource to reach out to the public since this search can be found easily on google.com and from there anyone can feel free to read and comment on our work. I feel that once we have a larger audience, our awareness on the subject will rise and perhaps our goal of reaching the Facebook creators can be achieved. These are small steps that hopefully can become a ladder to break down Facebook Addiction.

For the last week in our project we tried to really expand our audience even further and contacted Newsweek.com and Parade magazine which are both looking over our material sent to them and hopefully will reply to us soon for publication.

(Andres Morales)

We created videos that represent how the social networking site Facebook negatively impacts people’s lives by consuming too much of their time. The videos represent the constant urge people have to be on Facebook checking statuses, uploading pictures, and other aspects of the site. This urge has turned into an addiction whereas people can access the site through their cell phone, ipod, and other electronics. The video “Facebook Addict” demonstrates a student’s addiction to Facebook. The main character in the video is faced with a problem because the computer lab is full and he cannot access his Facebook account. He politely asks a student who is working at a computer to allow him to check his account and he expects her to comply. When she declines his request the student paces around frantically because the urge to check his account has not been satisfied. After asking her several more times, without her agreeing to his request, it is obvious that the character is addicted to Facebook. Since the character is a “Facebook addict” he results to extreme measures to access his account. He forcefully removes the
student from her chair and computer allowing himself to have the opportunity to access his account. Once he has satisfied his urge to check Facebook his mood changes and he seems to be on a high compared to the frantic and nervous state he was in before he could access his account. Our second video “What if Facebook was real” shows how insignificant some of the site’s accessories are. The video makes fun of the status updates, Poke, Like, and Became a Fan of options on Facebook. The main character has stickers that read “I like this” and “I Became a Fan of this” posts the stickers on real objects and people, mocking the options Facebook users have on their accounts. The character also shouts out random status updates that no one is concerned with and physically pokes other people. In the Facebook world these accessories are entertaining and seem relevant but when taken out of cyber space and applied to everyday life they are foolish and immature. The third video is a newscast treating Facebook addiction as a pandemic on the Rutgers campus and offers a resolution to the problem by logging off the site. The videos are a fun and innovative way to get our audience’s attention and want to learn more on the issue at hand. To view our videos on Youtube.com the URL is www.youtube.com/RUethicsinscience.

Analysis of Data:
- Out of 100 random students, 96% said yes and 4% said no.
- Out of the 96 who have a Facebook profile, only 9 said once, 41 said a few times, 5 said every hour, and 41 are on it throughout the day.
- Out of the 96 who have a Facebook profile, 10 said never, 70 said once in a while, 9 said once a day, and 7 said multiple times a day.
- Out of the 96 who have a Facebook profile, 73% responded yes and 23% said no.
- Out of the 96 who have a Facebook profile, 7 students responded with never, 68 said once in a while, 14 said once a month, and 7 said all the time.
- Out of the 96 who have a Facebook profile, 14% said yes and 82% said no.
- Out of the 96 who have a Facebook profile, 20 know all of their friends, 66 know most of them, 20 know a few of them, and 1 knows none of them.
- Out of the 96 who have a Facebook profile, 71 students responded yes and 26 responded no.
- Out of the 96 who have a Facebook profile, 43 responded yes and 53 responded no.

References

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Facebook Addiction Becoming a Growing Problem
By: James Dumont

Only a decade ago, the Internet was a rapidly growing place for instant communication and home shopping. While the Internet craze has since become a part of everyday life, the introduction of Facebook to the masses has created many problems for people all over the world. People spend countless hours using the social networking site each day, when they have other work to be done, and many of these people admit to being addicted to the website.

College students are the largest target of Facebook, and in a survey done of current college students, 96% of the people polled had an active Facebook account. Eighty-five percent of the students surveyed checked their profiles more than once a day, with 41% checking constantly throughout the day. Forty-three percent of these students admit to being addicts of the site, and claim that they cannot go one week without checking their profiles. With all of the responsibilities that come with being a college student, an inordinate amount of time is wasted by browsing Facebook, to the point that it is a severe problem.

It is important that people of all ages, especially college students, raise awareness that Facebook is a problem that needs to be controlled. The collective time that is wasted on the website by Americans of all ages can be put to more productive use that can help the country turn the corner to prosperity once again. If nothing is done to prevent it, Facebook will continue to grow, and more time will be thrown away to the black hole that is the Internet.

Confirmation
Date: Wed Apr 21 00:20:54 EDT 2010
From: "Dept, OP-ED" <oped@nytimes.com>
Subject: New York Times Op-Ed
To: "James R. Dumont"
Thank you for submitting an article exclusively to the New York Times Op-Ed page. We have received your submission and are reviewing it.

Please note that articles should be pasted or typed into the body of the e-mail message; please do not send attachments.
You will hear from us within three business days if your article is accepted for publication. If you do not hear from us in that time, please assume that we will not be able to publish your submission; you should then feel free to offer it elsewhere. Please do not respond to this automated message.
Again, many thanks for taking the time to send us your work.

Addiction is a Click Away
A college’s efforts to crack down on Internet addictions
By: Daniela Colabelli

In our everyday lives, technology has become a natural aspect. Not only do we have PDAs, cell phones, iPods, and Bluetooth technology, but also our addiction to such things has become outrageous. Text messaging while driving has become a serious issue with car accidents, and now with cell phones having the Internet in the palm of your hands only makes the problem even larger.

A small idea aroused in an Ethics in Science course taught at Rutgers University where three students Daniela Colabelli, Jimmy Dumont, and Andres Morales decided that our obsession to technology in particular the Facebook website needed to be subdued. The project started out small with Public Service Announcement videos surfaced on YouTube.com and trying to surface on the University’s television network, RUTV, showing how being deprived of technology now can damage your social status and a “what if Facebook was a reality” video. Nowadays, email and text messaging are the easy way to contact someone all over the globe, and writing letters to someone almost seems ridiculous. These three students began to brainstorm along with their Professor Julie Fagan in efforts to raise awareness of this epidemic and how it is hurting our everyday lives. They originally were moving towards a “No Facebook Day” where for one day in the year the website itself would shut down just to show how different the world would be without it. The students have yet to come in contact the owners of Facebook Inc. themselves to start this off as soon as possible.

The students broadcasted a survey that would ask such questions as “how many times do you check your Facebook profile” or “do you procrastinate doing work due to Facebook?” These surveys are a helpful tool to diagnose whether random students at Rutgers University are addicted to the site. The students will be producing public blogs on the issue also to help raise awareness.

Recent studies show that students spend multiple hours on the site everyday constantly checking for updates instead of doing schoolwork and being productive. There is now a diagnosis for this addiction called Facebook Addiction Disorder (FAD), and it is pulling individuals away from their daily lives and keeping them stuck to their computer screens. Many countries have actually banned the website completely due to such problems. We take for granted how much is at our fingertips in this day in age, and it is beginning to destroy person-to-person interaction.

With this assignment, the students wish to show others not to abuse technology, but to appreciate it. This project hopes to bring back the simplicity of life where we own technology and it does not own us.

Editorial Confirmation
----- ORIGINAL MESSAGE -----  
FROM: "DANIELA COLABELLI"  
TO: "STEVE PROCTOR" <ESSEXCTY@THELOCALSOURCE.COM>  
SENT: TUESDAY, APRIL 13, 2010 9:34 PM  
SUBJECT: RE: RE: HI I WOULD LIKE TO SUBMIT AN EDITORIAL TO YOUR NEWSPAPER  

> IF YOU COULD SEND ME A CONFIRMATION EMAIL BACK STATING YOU RECEIVED THIS I  
> WOULD GREATLY APPRECIATE IT.  
> THANK YOU,  
> DANIELA COLABELLI  
>  

> ----- ORIGINAL MESSAGE -----  
>  
>> DATE: TUE APR 13 08:30:31 EDT 2010  
>> FROM: "STEVE PROCTOR" <ESSEXCTY@THELOCALSOURCE.COM>  
>> SUBJECT: RE: HI I WOULD LIKE TO SUBMIT AN EDITORIAL TO YOUR NEWSPAPER  
>> TO: "DANIELA COLABELLI"  
>> YES, SEND IT AN WE WILL CONSIDER IT FOR PUBLICATION. STEVE PROCTOR,  
>> 908-686-7700  
>> ----- ORIGINAL MESSAGE -----  
>> FROM: "DANIELA COLABELLI"  
>> TO: <ESSEXCTY@THELOCALSOURCE.COM>  
>> SENT: MONDAY, APRIL 12, 2010 8:16 PM  
>> SUBJECT: HI I WOULD LIKE TO SUBMIT AN EDITORIAL TO YOUR NEWSPAPER  
>>  
>> HELLO,  
>> I WOULD LIKE TO SUBMIT AN EDITORIAL TO YOUR NEWSPAPER. HOW WOULD I GO  
>> ABOUT SUBMITTING AN EDITORIAL? WOULD SENDING AN ATTACHED FILE OF MY  
>> EDITORIAL TO THIS EMAIL ADDRESS BE ACCEPTABLE?  
>> THANK YOU,  
>> DANIELA COLABELLI
Technology Dependency
Three Rutgers Students Purpose Rehab
By Andres Morales

Technology is almost inescapable in this day and age. Cell phones, laptops, ipods, and other accessories have become a staple in modern day lives. Facebook has also become apart of everyday life, and to too many people it has become an obsession. Constant updates and post via the internet have distracted people from everyday life.

Three Rutgers student hope to battle technology dependency and Facebook addiction with a PSA’s demonstrating how excessive use of technology can be negative. In their efforts to rehabilitate Facebook addicts, they are purposing a “Facebook Free Day!” With April fools approaching, what a better time to scare the Facebook Inc people than to totally abandon their site? So on April 1, 2010 we encourage you to put down your phones and close your computers, and give Facebook a 24 hour break.

Confirmation:
---------- FORWARDED MESSAGE ----------
FROM: ANDRES MORALES
DATE: Wed, Mar 24, 2010 at 4:37 PM
SUBJECT: ANDRE MORALES OPINION
TO: OPED@DAILYTARGUM.COM
ATTACHMENT: EDITORIAL.DOC
ANDRES MORALES
STUDENT-ATHLETE (FOOTBALL)
James was in charge of getting in contact with Rutv to air our public service announcement. He emailed them, and they have not yet gotten back. They regularly air PSA’s over the Rutv network, so it should not be a problem for our project of a Facebook Free Day’s PSA to get onto the air. Rutv also keeps a link to the past PSA announcements to watch from their website, so our project would be stored for viewing on their website and over the air on their TV network.

Here is the email sent to Rutv:
To: PSA@CISRUTV.RUTGERS.EDU

Hello,
I have recently been assigned to do a group project in my Ethics in Science class, where we are choosing to do Public Service Announcements on a National No Facebook Day, and possibly other PSA’s relating to society’s dependence on technology. I am curious as to how we can go about getting our PSA played over the air on Rutv. If you can e-mail me back with help on how we can accomplish this, that would be a tremendous help.
Thank you,
Jimmy Dumont
Hello I would like to be on your website :Administrator :Fw :Re :tcejbuS «
FROM: Nnamdi Osuagwu <nosuagwu@icecreammelts.com>
Reply-To:
To: Daniela Colabelli
CC:
Subject: Hello I would like to be on your website :Administrator :Fw :Re
DATE: 2010 EDT 16:21:10 12 PRA ON M

OG ENTRY ON EEL FREE TO ADD A BLF. ESTHANKS FOR YOUR IN TERT
BLOG DD ICTION BOOK BASED A ACE BOOK TTHE SITE UNDER THE
HTTP://ICECREAMMELTS.COM/BLOGS/FACEBOOK-ADDICTION COM E A USER B.
.AND PROCEED
.Let me know if you have any questions
.

HEERSC
NAMDI
ELTS MREAM CE I, AM 11:09 AT 2010,7 PRA, EDW NO
>ICECREAMMELTS.MAIL@GMAIL.COM: WROTE <

-----Original Message-----
Daniela Colabelli :From
com.ceCreamMelts1@support :To
Hello I would like to be on your website :Administrator :Subject
AM 11:06 2010 ,7Apr :Sent
mail via-This is an enquiry e http://www.thefacebookaddiction.com/:from
Daniela Colabelli
,.Hello
,at Rutgers University in New Brunswick My name is Daniela and I am a current senior
This semester two of my friends and myself are taking a course called Ethics in .NJ
Science where everyday students go
The three of us decided to take on the .change our world/the extra mile to try and help
In college students .Facebook addictions and how everyone is affected by it role of
the procrastination of work ,especially
due to the website is leading to low grades in courses and this issue needs to be brought
videos on youtube demonstrating the "PSA"So far the three of us have made short .up
addiction to the website and I
would be more than grateful if you would allow me to publish them to your website as
Our teacher would like us to get national coverage on our .well as a short editorial on it
, the awareness out story to get
but I have had no luck in contacting the website creators themselves and well as get any
I hope you can help me out in our efforts .feedback from news websites and newspapers
Thank .to make a difference
.is and I look forward to hearing back from youyou for your time in reading th
,Thank you
Daniela Colabelli
,Thanks for your time
Nnamdi Osuagwu
Thank you for contacting PARADE.

From: Reader Service <michelle_davis@parade.com>
Reply-To: Reader Service <michelle_davis@parade.com>
To: Daniela Colabelli
Subject: Thank you for contacting PARADE
Date: 2010 EDT 10:58:18 14 Wed Apr

Dear reader,

Thank you for your submission to PARADE. We have shared your e-mail with the Editors for their review. The volume of submissions makes personal replies difficult. Thank you for taking the time to write to us.

Regards,
Reader Response

PARADE has received your Message:

FROM: READER SERVICES <READERSERVICES@PARADE.COM>
Reply-To:
To: Daniela Colabelli
CC:
Subject: PARADE has received your Message
DATE: 2010 EDT 09:58:10 14 Wed Apr

PARADE has received your Message. Thank you for taking the time to contact PARADE. Listening from you helps us publish a better magazine and website. This e-mail confirms that PARADE Reader Response has received your message successfully. Our team will review your message accordingly. Thanks again for your interest in PARADE.

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Appendices

ETHICS IN SCIENCE SURVEY
Are you addicted to Facebook?
This survey was made to see how addicted Rutgers students are to the website Facebook.com. Our ethics in science course this semester is trying to raise awareness of the epidemic going on today where Facebook is actually taking time away from our everyday lives and keeping us attached to our computers and cell phones. Your participation will be completely anonymous and would help us further investigate this.

DO YOU HAVE A FACEBOOK PROFILE?
☐ Yes  ☐ No
If yes, please proceed to the following questions. If no, thank you for participating in our survey.

How many times a day do you check your Facebook?
☐ Once ☐ A few times ☐ Every hour ☐ I’m on it throughout the day

How often do you update your status?
☐ Never ☐ Once in a while ☐ Once a day ☐ Multiple times a day

Do you procrastinate doing work due to Facebook?
☐ Yes  ☐ No

How often do you change your profile picture?
☐ Never ☐ Once in a while ☐ Once a month ☐ All the time

WOULD YOU BLAME FACEBOOK FOR POOR GRADES IN A COURSE?
☐ Yes  ☐ No

How many of your friends on Facebook do you actually know?
☐ All of them ☐ Most of them ☐ A few of them ☐ None of them

WOULD YOU BE ABLE TO GO A WEEK WITHOUT YOUR FACEBOOK ACCOUNT ACTIVE?
☐ Yes  ☐ No

Would you say you are addicted to the website?
☐ Yes  ☐ No

THANK YOU FOR PARTICIPATING IN OUR SURVEY. YOUR INPUT IS GREATLY APPRECIATED.