The Societal Impact of the Facebook Phenomenon

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Praktická část
Analýza vlivu sociálních sítí na společnost
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ABSTRAKT

Bakalářská práce se zaměřuje na problematiku sociálních sítí a zkoumá, jak velký vliv má sociální síť Facebook na dnešní společnost. Popisuje historii a vznik Facebooku a jeho postupné rozšíření do celého světa. Pozornost je věnována pojmu přátelství na sociálních sítí, ale také závislosti na Facebooku a sociálních hrách. Teoretická část dále popisuje formy šikany na sociálních sítích a způsoby, jak se této šikaně bránit. Součástí práce je také téma, které přibližuje komunikaci na sociálních sítích a nejčastěji používané zkratky v chatu. Praktická část představuje výsledky dotazníkového průzkumu, který byl zaměřen pouze na uživatele Facebooku. Cílem této práce bylo zjistit, do jaké míry zasahuje Facebook do života lidí a jaké jsou negativní, ale i pozitivní dopady tohoto fenoménu na moderní společnost.

Klíčová slova: sociální síť, Facebook, závislost na Facebooku, kyber-šikana, přátelství na Facebooku, online komunikace.

ABSTRACT

This bachelor thesis focuses on problems of social networks and makes research about how huge the impact of the Facebook on contemporary society is. The bachelor thesis describes the history of Facebook and its expansion to the whole world. The attention is paid to the term of friendship on Facebook, but also to Facebook and online games addiction. Theoretical part also describes the forms of the internet bullying and the ways how to prevent it. One part of this thesis mentions the topic which explains communication on social networks and the most commonly used abbreviations in chat. The analytical part represents the results of questionnaire survey which was aimed only at Facebook users. The aim of this work was to find out to what extent Facebook interferes in people's lives and what the negative or positive impacts of this phenomenon on modern society are.

Keywords: social network, Facebook, Facebook addiction, cyber-bullying, friendship on Facebook, online communication.

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INTRODUCTION

"Facebook helps you connect and share with the people in your life."[1]

Although we often do not realize it, modern technologies are affecting our lives at every turn. The younger generation uses mobile phones and computers every day and the internet connection is a matter of course for them. Instead of face to face communication, people prefer online chat with their friends on social networks. The popularity of these networks is still increasing and Facebook, which is the most famous social network in the world, has become an integral part of our lives. It is necessary to point out that using Facebook is considerably influenced by an effort of following the modern trends which social networks and especially Facebook represent. We can claim that Facebook is a good servant but a bad master.

Just as there are two sides of the same coin, Facebook also has both negative and positive impact on modern society. The using of Facebook brings benefits such as keeping in touch with friends, sharing photos or chatting. On the other hand, negative impacts are much more hidden and can lead to serious problems. One of the problems that occurs as a consequence of overusing of the internet is a Facebook addiction. If we do not have the using of Facebook under control, we can very easily become addicted to this phenonemenon.

Virtual environment is very often viewed as an anonymous environment which can sometimes lead to the thought that every behaviour on the internet is allowed. A problem of cyber-bullying and cyber-stalking which has come to the awareness of the society in recent years is connected with this matter. Social networks have also a significant impact on communication among people and change functions and features of speech.

Where is the border of usefulness and where does the addiction begin? Is it possible to be addicted to Facebook and social games? When a friend becomes a real friend? What does the terms cyber-bullying and stalking mean and how to defend yourself against them? In my bachelor thesis I have tried to answer these questions.

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[1] "Facebook." Welcome to Facebook - Log In, Sign Up or Learn More. www.facebook.com/ (accessed April 26, 2012).

I. THEORY

1   THE HISTORY OF FACEBOOK

When people say Facebook, a lot of them recall the website where they can chat with their friends, share their photos or events and write comments on their own or friend's wall. Generally speaking, Facebook is a social network where people must register if they want to create their personal profile. After that they can log into this profile and use all the applications that this site offers. The users can add themselves into the groups they are interested in and also send the invitation into this group to their friends. This application is particularly useful if we want to know our friends' interests and hobbies.

It is clear that almost everybody knows the name of the founder of this worldwide website but they do not know how stressful and how difficult the ascent for this young boy was. The first reference to Facebook appeared in 2004 and only eight years later, Mark Zuckerberg became one of the youngest world's billionaires.[2]

His story was so impressive and unbelievable that new movie The Social Network was released on October 1, 2010. This movie narrates the story about the beginnings of this phenomenon.[3]

Figure 1: Mark Zuckerberg – founder of Facebook.com [4]

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[2] See Carlson, Nicholas. "How Mark Zuckerberg Hacked The Harvard Crimson." Business Insider. http://www.businessinsider.com/how-mark-zuckerberg-hacked-into-the-harvard-crimson-2010-3 (accessed February 29, 2012).

[3] See "The Social Network (2010) - Release dates." The Internet Movie Database (IMDb). http://www.imdb.com/title/tt1285016/releaseinfo (accessed February 29, 2012).

[4] "#785 Mark Zuckerberg - Forbes.com." Information for the World's Business Leaders - Forbes.com. http://www.forbes.com/lists/2008/10/billionaires08_Mark-Zuckerberg_I9UB.html (accessed April 30, 2012).

1.1 CourseMatch

The thought of foundation of Facebook did not come from day to day but it took a long time. Although Mark Zuckerberg was only 19 years old, he was an extraordinarily talented student and his fame was spreading surprisingly fast. It was in the autumn of his second year study at Harvard Universit when his name came for the first time to the limelight. At this time Zuckerberg created the website named CourseMatch which became very popular among the students of Harvard. Thanks to this site the other users or students could find out which courses their friends are enrolled at. After the launch of this website, Zuckerberg realized "that computer programming was not just about writing code – it was about understanding people and the things they liked to do." [5]

1.2 Facemash – "Let the hacking begin"

After the Coursematch, Mark started to work on his new idea. On October 28, 2003, he introduced the new website named Facemash.com which launch a very ardent discussion. The main purpose of this site was to compare photos of two people appearing next to each other. The users saw the photos and gave the vote to the person they liked the most or who was more attractive for them. The only problem was that Zuckerberg hacked Harvard's Web sites and stole the images of students from their Facebook directories. The Facebook directory is a folder or a directory where every student has the profile photo and personal data. This way of data storing can be either in a printed or online version and has quite a long history.

At the time of hacking into the websites, Mark was a little bit bored and drunk which may have been a reason for his breaking of Harvard regulations. Nevertheless, this excuse is not an argument for doing it.

That night he made the following blog entries:

8:13 p.m.

"I need to think of something to occupy my mind. Easy enough-now I just need an idea..." [6]

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[5] Lüsted, Marcia Amidon. "Controversial Beginnings." In *Social networking: MySpace, Facebook, & Twitter*. Edina, Minn.: ABDO Pub. Co., 2011. 44.

[6] Schwartz, Bari M.. "Hot or Not? Website Briefly Judges Looks | News | The Harvard Crimson." Harvard News | The Harvard Crimson. http://www.thecrimson.com/article/2003/11/4/hot-or-not-website-briefly-judges/ (accessed February 29, 2012).

9:48 p.m.

" I'm a little intoxicated, not gonna lie. So what if it's not even 10 pm and it's a Tuesday night? What? The Kirkland facebook is open on my computer desktop and some of these people have pretty horrendous facebook pics. I almost want to put some of these faces next to pictures of farm animals and have people vote on which is more attractive."

11:09 p.m.

"Yea, it's on. I'm not exactly sure how the farm animals are going to fit into this whole thing (you can't really ever be sure with farm animals...), but I like the idea of comparing two people together. " [7]

12:58 a.m.

"Let the hacking begin." [8]

This misuse of photos which appeared in Facemash made people on Harvard University angry and Mark was hauled in front of Harvard's disciplinary board for students. Zuckerberg said that he was accused of "breaching security, violating copyrights and violating individual privacy by creating the website, www.facemash.com." [9]

It is a mercy that he was not rusticated from the Harvard University and could continue his studies. The website was visited by 450 people within a few hours and the number of votes reached almost 22 000 which is really remarkable figure.[10]

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[7] Schonfeld, Erick. "Facemash Returns As (What Else?) A Facebook App Called ULiken | TechCrunch." TechCrunch. http://techcrunch.com/2008/05/13/facemash-returns-as-what-else-a-facebook-app-uliken/ (accessed April 12, 2012).

[8] Schwartz, Bari M.. "Hot or Not? Website Briefly Judges Looks | News | The Harvard Crimson." Harvard News | The Harvard Crimson. http://www.thecrimson.com/article/2003/11/4/hot-or-not-website-briefly-judges/ (accessed February 29, 2012).

[9] Kaplan, Katharine A.. " Facemash Creator Survives Ad Board | News | The Harvard Crimson." Harvard News | The Harvard Crimson. http://www.thecrimson.com/article/2003/11/19/facemash-creator-survives-ad-board-the/ (accessed February 29, 2012).

[10] See Carlson, Nicholas. "How Facebook Was Founded." Business Insider. http://www.businessinsider.com/how-facebook-was-founded-2010-3# (accessed February 29, 2012).

2 THE FOUNDATION OF FACEBOOK.COM

To improve his reputation, in January 2004, which was just three months after he was charged with violating Harvard's regulations, Zuckerberg came up with a new brilliant idea.

This idea saw the light of the day on February 4, 2004 when he launched a new website thefacebook.com. At the beginning, the site was accessible only to Harvard students, nevertheless only one month after its launching more than half of the students had the profile on theFacebook.com. The expansion of the website was really tremendous – within 24 hours there was between 1200-1500 registrants. Nobody expected such a fantastic number. The main reason of this boom was quite simple. People sent the invitation to their friends by email and these friends sent it to their friends as well. [11]

Figure 2: The official logo of Facebook [12]

2.1 The accusation

On February 10, 2004, Mark Zuckerberg was accused of misleading three Harvard students and stealing them the idea of creating the social network named HarvardConnection.com. This accusation was highly doubtful from the very beginning because both sides entered into the negotiations about the website in obscure circumstances in autumn 2003.

At this time, three Harvard students – Cameron Winklevoss, Tyler Winklevoss and Divya Narendra came up with an idea of creating the social network which would be accessible only to Harvard University students. [13]

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[11] See "Who is the founder of Facebook?." The Resource Solutions.com | Find the resources. Learn the solutions..
http://www.theresourcesolutions.com/topics/general_knowledge/who_is_the_founder_of_facebook.htm (accessed April 14, 2012).
[12] Bruner, Jon. "Is Facebook Swallowing Up the Internet's Data? - Forbes." Information for the World's Business Leaders - Forbes.com. http://www.forbes.com/sites/jonbruner/2011/07/20/is-facebook-swallowing-up-the-internets-data/ (accessed April 30, 2012).
[13] See Carlson, Nicholas. "How Facebook Was Founded." Business Insider.
http://www.businessinsider.com/how-facebook-was-founded-2010-3# (accessed February 29, 2012).

They were looking for a skillful web developer who would be able to help them with that idea. The three had their principal web developer but he refused to continue on the project. They consequently contacted Mark who was in those days very famous because of his Facemash matter. Their first appointment took place in the dining hall of the Harvard College, which is by itself a strange place for negotiation. At this meeting, Mark was acquainted with the plan of building up the site which would be intended only for Harvard students with valid email addresses containing Harvard.edu.[14]

Mark was seriously enthusiastic with this idea so he promised to help them. At the beginning of their co-operation, there were no problems with the development of new website. Everything changed few days later when Mark started to think about his own project so the co-operation became less important. He was intentionally deferring the work for the common project and transferred his attention to his new idea. Zuckerberg was aware of the fact that there is no written contract between him and the Winklevoss brothers so he continued on designing his Facebook website. At this time, Eduardo Saverin, Dustin Moskovitz and Chris Hughes joined Mark and they were together co-operating on Facebook development.[15]

These three guys, who were Mark's roommates and fellow students, brought to the project new ideas and also investments, which was very essential. The first investor was Eduardo Saverin who invested $15,000 to purchase new servers. For this loan, he got 30% of the company.

In January 2004, Mark Zuckerberg met Divya Narendra and Winklevoss brothers for the second and the last time. Their meeting took place again in the dining hall of the Harvard College and during this negotiation Mark announced his doubts about the viability of HarvardConnection.com. He knew that he would not continue with coding because he was working on his own project but he did not say a word about it. Only three days after the meeting, Zuckerberg had registered a new domain theFacebook.com. The site was opened for the first time to Harvard students on February 4, 2004.

After the February accusation, Mark Zuckerberg faced the second charges in September 2004. HarvardConnection, which is now called ConnectU, sued him for

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[14] See Carlson, Nicholas. "How Facebook Was Founded." Business Insider. http://www.businessinsider.com/how-facebook-was-founded-2010-3# (accessed February 29, 2012).

breaching of contract and stealing the idea about the creation of the website for Harvard students. These legal proceedings extended for 5 years. In 2009, Facebook paid $65 million to ConnectU in the lawsuit settlement which was only the estimated value.[16]

It is an inconceivably huge amount, if we consider the fact that there was no written agreement between Mark Zuckerberg and the Winklevoss brothers.

2.2   Interesting dates in Facebook history

During the short history of this phenomenal social network, there are several important and interesting facts worth mentioning.

- February 4, 2004 – thefacebook.com was launched to Harvard students.
- February 10, 2004 – Winklevoss brothers and Divya Narendra accused Mark Zuckerberg of stealing their idea.
- March 2004 – Facebook expanded to the universities in Stanford, Yale and Columbia.
- 2005 – the social network dropped "the" from its name and purchased the domain name facebook.com.
- October 1, 2005 – Facebook expanded to 21 universities in the United Kingdom.
- September 26, 2006 – the social network is opened to everybody over 13 years. The only condition is to have a valid email address.
- February 2008 – Facebook and ConnectU agreed to settle the lawsuit, the settlement cost $65 million.
- April 2008 – Facebook was translated into 21 languages. The current situation is more than 70 languages.
- February 2009 – Facebook added the "Like" function.
- The first university in the Czech Republic which was registered on Facebook is Masaryk University.

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[15] See Bellis, Mary. "History of Facebook - Who Invented Facebook." Inventors. http://inventors.about.com/od/fstartinventions/a/Facebook.htm (accessed March 19, 2012).

[16] See Frommer, Dan . "Facebook Paid ConnectU Founders $65 Million Settlement - Business Insider." Featured Articles From The Business Insider. http://articles.businessinsider.com/2009-02-10/tech/30067750_1_facebook-shares-divya-narendra-tyler-winklevoss (accessed March 20, 2012).

3   FRIENDSHIP ON FACEBOOK

First thing that we have to mention is that friendship on Facebook is noticeably different from the real one. The main difference is in the way how people become or get new friends. On Facebook it is very easy because each user can send the friend request to the person that he or she wants to become a friend with. After that the person who is requested can accept or decline the friend request. If the user accepts the request, they become friends and are added to the friends list. In a real life we need to get to know the person better and get on well with him or her if we want to say that he or she is our friend.

3.1   Friendship boom

A lot of Facebook users are able to add people to their friends list, although those people are absolutely unknown for them. This can be very dangerous because these unknown people have the access to photographs and detailed information which are usually shown on the profile. This can lead to several problems because Facebook users often do not realize the threat of information abusing from their private life. Typical example of this abuse can be stalking or cyber-bullying which is a growing problem nowadays. Therefore, this issue is discussed in detail in section 8 – Bullying and its forms on Facebook.

According to the Facebook statistics from the year 2012, the average user has 130 friends, which is several times more than in a real life.[17] In a real life, we distinguish the term friendship from the term acquaintanceship. Friend is a person who has been known for a long time and we can trust him. On the other hand, the acquaintanceship is for example if we met somebody only several times in our life. We know who the person is but we do not have the need to become friends.

Some Facebook users try to have as much friends as possible which represents some kind of desperation. The more friends they have, the more they feel popular and attractive. In such cases they have thousands of virtual friends but they know only small number of them. It is important to realize that in a real life they would not have as much friends as on Facebook. In the majority of cases these users feel like worthless or are very shy. And that is the main reason why they compensate this feeling for the abnormal number of virtual

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[17] See " Infographic: Social Media Statistics For 2012 | Digital Buzz Blog." Digital Buzz Blog | Digital Campaigns, Online Marketing, Social & More.. http://www.digitalbuzzblog.com/social-media-statistics-stats-2012-infographic/ (accessed April 15, 2012).

friends. On the other hand, there are some cases when it can be quite emotional to have thousands of friends as it was in this story. The oldest person who joined Twitter and also Facebook was 102 years old Ivy Bean from England. [18] This woman became a member of Facebook in 2008, and in a short time she had 4 800 friends on Facebook and more than 56 000 followers on Twitter. She died at the age of 104 and became the oldest user of social networks in the United Kingdom. [19]

For users who have in their friends list too many friends, there is a special event, which is held repeatedly during the year. This event, known as Defriend day, is always announced on Facebook in advance and users can get rid of some their virtual friends. This Defriend day is held only for amusement so it is not necessary to "unfriend" in these days but we can do it whenever we want. [20]

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[18] See Gray, Melissa. "Ivy Bean, 'world's oldest Twitter user,' dead at 104 - CNN.com." CNN.com International - Breaking, World, Business, Sports, Entertainment and Video News. http://edition.cnn.com/2010/TECH/social.media/07/28/obit.ivy.bean/index.html?hpt=T2#fbid=txV8eA_Nah8 (accessed April 15, 2012).

[19] See "Oldest Tweeter talks cuppas and casserole on Twitter at 104 - Telegraph." Telegraph.co.uk - Telegraph online, Daily Telegraph, Sunday Telegraph - Telegraph. http://www.telegraph.co.uk/technology/twitter/5327822/Oldest-Tweeter-talks-cuppas-and-casserole-on-Twitter-at-104.html (accessed April 15, 2012).

[20] See "7 Reasons Why You Got Defriended On Facebook | Smosh." Home | Smosh. http://www.smosh.com/smosh-pit/articles/7-reasons-why-defriended-facebook (accessed April 18, 2012).

4 FACEBOOK ADDICTION

Facebook is one of the most famous and the largest social networks in the world and the total number of its users is more than 845 million.[21] We all know that Facebook and the other social networks like Twitter or Badoo are an indispensable part of the modern society and we cannot ignore them. These sites help us find new friends, keep in touch and chat with them, share photos, comment the friend's status or photos, play online games, send virtual gifts and do other useless, funny or interesting things. Despite the fact that activities are enjoyable and can make us happy, we should never forget our real life which differs a lot from the virtual one. That is one of the reasons why Facebook has a lot of opponents who are pointing out the dark side of this phenomenon. According to the latest statistics, there is a massive increase of people who are addicted to Facebook and because of this a new term known as the Facebook addiction disorder (FAD) has been introduced.[22]

4.1 Why is Facebook so addictive?

As every another addiction also FAD has a negative impact on our life. Dr. Michael Fenichel describes the Facebook addiction as "the ability to post pictures and videos, play pop-psychology and pop-culture games and quizzes ("applications"), follow (slightly less closely than Twitter) the every move, decision, feeling, and random thought of everyone in countless networks, and also maintain a homepage/"wall" for all to see and visit, and this is the best possible recipe for significant (behavioral) addiction, as it fills a large and "normal" part of so many lives." [23]

The main reason why Facebook was created is straightforward. People need to feel that they are loved, connected with their friends or that they are just a part of some group. People in a modern world want to be reputable and Facebook offers to them all these things. Helpfulness is the next thing that makes this worldwide site popular. This social network helps us find new friends or keep in touch with them which is for most people

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[21] See Cheredar, Tom. "Facebook user data: 845M monthly users, 2.7B daily likes & comments | VentureBeat." VentureBeat | Tech. People. Money.. http://venturebeat.com/2012/02/01/facebook-ipo-usage-data/ (accessed April 21, 2012).

[22] See Summers, Amy. "Facebook Addiction Disorder — The 6 Symptoms of F.A.D. - SocialTimes." SocialTimes - Your Social Media Source. http://socialtimes.com/facebook-addiction-disorder-the-6-symptoms-of-f-a-d_b60403 (accessed March 21, 2012).

[23] Fenichel, Michael. "Facebook Addiction Disorder (FAD) - A New Challenge?." Fenichel.com Site Map. http://www.fenichel.com/facebook/ (accessed April 12, 2012).

crucial. For those people who do not have much time or are very shy, Facebook offers an excellent opportunity how to solve this problem. Just one click of the button and the users are in the virtual world where they can hide behind the screen and get the feeling of security. The recent trend is that people prefer online chat instead of face to face communication. This situation is considerably influenced by new technologies, and especially smart phones gave to this trend a new extent. Nowadays, there are more than 400 million users who log on Facebook profile through their mobile phones every month.[24] According to the latest statistics, the mobile users spend twice as much time on Facebook than users logged in through their computers.[25]

The next important thing that makes us so addictive is the accessibility of Facebook. The smart phones are the high tech products so the internet connection is the matter of course. This means that people can take their friends everywhere they go. Just one click and they are online in the virtual world, no matter if they are at school, on a train or in the city centre. Friendship is a human characteristic and this is the reason why so many people believe that Facebook can help us with the loneliness.
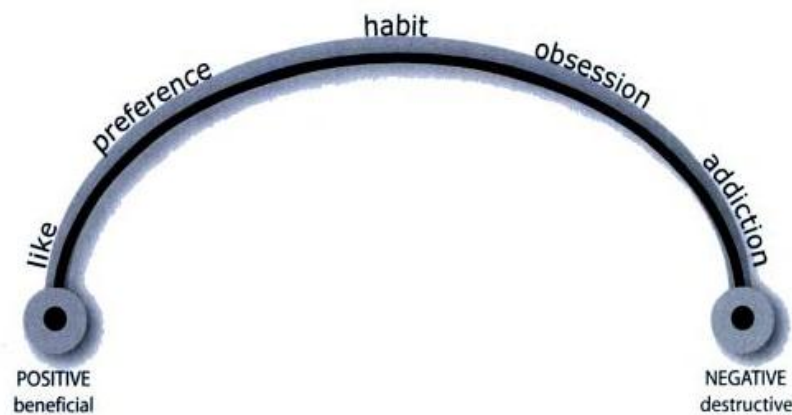
Figure 3: Continuum of dispositions [26]

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[24] See Bader, Daniel. "Facebook reaches 432 million mobile users every month, but growth is slowing | MobileSyrup.com." MobileSyrup.com - Mobile News & Reviews for Canadians. http://mobilesyrup.com/2012/03/08/facebook-reaches-432-million-mobile-users-every-month-but-growth-is-slowing/ (accessed March 22, 2012).

[25] See "Facebook IPO and What it Means (To You)." DEI Worldwide. http://deiworldwide.com/blog/facebook-ipo-means-to-you/ (accessed March 22, 2012).

[26] Johnson, Nicola F.. "Internet Addictions: Contrasting ViewPoints." In *The Multiplicities of Internet Addiction: The Misrecognition of Leisure and Learning*. Aldershot: Ashgate, 2008. 19.

Each of us has to consider if the time when we are online on Facebook is spent in a useful way or if it is a complete waste of our time. There is nothing bad when people use Facebook and other social networks but sometimes it can lead to health problems or addiction.

4.2 Facebook Addiction Symptoms

There is no doubt that Facebook has become one of the most famous social networks in the world which is used by more than 845 million active users. Individual cases have appeared in the last few years when people became addicted to this phenomenon. Nowadays it represents a big problem mainly among the younger generation. This generation spends too much time on the internet and this can be the only hobby they have. "As a tool, the internet can be useful" but the problems appear when people use it too much. [27]

The key problem of all Facebook addicts is that they do not admit their addiction. They think that everything is all right and that they really can live without Facebook, which is not true. Addicts believe that they will overcome this problem on their own, with no one's help. On the other hand, there are also people who know that they are addicted and they want help and support from us. In this case, the success of the cure is much higher.
We can find a lot of signs how to recognize the Facebook addiction, but the most common signs could be:

- Checking our Facebook profile right after we wake up in the morning.
- Spending more than one hour on Facebook every day.
- Amount of time spent on Facebook is increasing.
- Chatting with our siblings or friends on Facebook even though we are in the same room or house.
- We cannot stop thinking about Facebook when we are offline.
- Checking our Facebook profile for updates after every hour, no matter if it is through our mobile phone or computer.
- Our Facebook wall is full of status updates, comments and applications.
- We prefer Facebook to your commitments in professional and personal life.

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[27] Careaga, Andrew. ""You´ve got Malaise!" Surfeiting on the Net." In *Hooked on the Net: How to Say "Good Night" When the Party Never Ends*. Grand Rapids: MI: Kregel Publications, 2002. 23.

- We cannot be without Facebook for a day – it makes us feel depressed and nervous.

- Our day ends up with checking Facebook for the last time with a wish of "good night" to our friends. [28]

- Any notifications, messages and invitations give us a lift in mood because we feel loved and popular.

- We have more than 1000 friends and we have no idea who 8 of the 10 people in our friends list are.

- We express our emotions or love to our boyfriend/girlfriend through the Facebook wall or applications instead of a real contact with them.

- We invite anyone we have met to become our friends on Facebook. [29]

According to these symptoms it is always difficult to admit that someone may be addicted to Facebook, but if at least some of the mentioned signs have appeared in the last few months, there is a high probability of being addicted. Some Facebook users can have different symptoms of addiction, such as anxiety, depression or feeling of isolation from news when they are offline.

Except Facebook Addiction Disorder (FAD), there are also other addictions, which have appeared only recently. Although these addictions are not very known, they cause the same health and life problems as FAD.

Disorders, which are quite extended among the people are:

- YouTube Addiction Disorder (YAD)

- Google Search Addiction Disorder (GSAD)

- Widget Addiction Disorder (WAD)

- Twitter Addiction Disorder (TAD)

- Blackberry Addiction Disorder (BAD) [30]

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[28] See "Negative Effects of Facebook Addiction." Thurs on HubPages. http://thurs.hubpages.com/hub/Negative-Effects-of-Facebook-Addiction (accessed April 12, 2012).

[29] See "Addiction to social networking poses serious health problems." The Snapper: Millersville University: Established 1925. http://thesnapper.com/2011/10/27/addiction-to-social-networking-poses-serious-health-problems/ (accessed April 4, 2012).

[30] See Mootee, Idris. "Are You Suffering from Facebook Addiction Disorder (FAD)? | Futurelab – We are marketing and customer strategy consultants with a passion for profit and innovation.." http://www.futurelab.net/blogs/marketing-strategy-innovation/2008/05/are_you_suffering_from_faceboo.html (accessed April 4, 2012).

4.3   Facebook Addiction Help

The first thing that we have to do is to admit that we have a problem. We have to realize that we are addicted and try to be cured. If we do not admit our addiction, every help of our friends or doctors is useless. We have to set our goals and try to shorten the time spent on Facebook. It is not necessary to put an end to Facebook from day to day, but to shorten the time little by little is much better. It is extremely important to have some hobbies or activities to fill in our free time. If we are busy, we do not have much time to think about Facebook. The next change is to spend more time with family and friends, instead of being logged on Facebook profile. These are only some tips how to defeat the Facebook addiction but the addicts must face the biggest burden. It depends only on their absolute determination if they are strong enough and resistant to defeat this bad habit.

4.4   Facebook addiction statistics

Last year, Facebook went through the massive increase of new users. More than 200 million users joined this social network in 2011, which was extremely a big jump forward from 600 to 800 million users. [31] According to the latest statistics, more than half of all users log on Facebook every single day and the average time spent on this phenomenal social network is over 700 minutes per month. This means that the average user spends online more than 22 minutes per day.

The accessibility of the website demonstrates the penetration of Facebook users in the United States. In the U.S., there are more than 206 million users which means that 71% of all internet users have their Facebook profile. Very interesting is the information that users over 35 years constitute more than 30% of all Facebook users worldwide. On the other hand, the age group from 18 to 24 was the fastest growing group last year. The addiction to social networks is still rising. The statistics shows that 48% of 18 to 34 year old users check their Facebook profile right after they get up which is remarkable sign of addiction. As for the smart phone users, more than 28% of them check their Facebook wall and

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[31] See "Infographic: Social Media Statistics For 2012 | Digital Buzz Blog." Digital Buzz Blog | Digital Campaigns, Online Marketing, Social & More.. http://www.digitalbuzzblog.com/social-media-statistics-stats-2012-infographic/ (accessed April 5, 2012).

comments through the mobile phones when they wake up in the morning. [32] According to the research, only one of three respondents answered that he or she would rather talk in reality than chat through Facebook. The statistics says that young people and mainly teenagers have the biggest problem with the internet addiction. Almost 18% of people younger than 25 years cannot stay without checking their Facebook for a longer time than few hours. If we compare this feature with age group 25 and over, there is only 11% of users who cannot stay offline for a longer time. [33] The popularity of Facebook is enormous, which shows the fact that Facebook was the most searched term on Google and other browsers in 2011. [34]

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[32] See "Facebook Addiction Statistics, Numbers, & Facts - ." Video Game Addiction Treatment & Computer Addiction Help - . http://www.techaddiction.ca/facebook-addiction-statistics.html (accessed April 5, 2012).

[33] See Bednářová, Daniela. "Závislost na internetu je nejhorší u teenagerů: Marketing journal." Marketing Journal - marketing, public relations, reklama, internet. http://www.m-journal.cz/cs/aktuality/zavislost-na-internetu-je-nejhorsi-u-teenageru__s288x8965.html (accessed April 6, 2012).

[34] See Fang, Paul. "Facebook is the most searched term and most visited site of 2011 - SlashGear." SlashGear - Feeding Your Gadget and Tech Obsessions. http://www.slashgear.com/facebook-is-the-most-searched-term-and-most-visited-site-of-2011-22204313/ (accessed April 12, 2012).

5 FACEBOOK GAMES

A lot of people use Facebook because of chatting, writing comments or staying in touch with their friends. On the other hand, there is also a group of users who log on Facebook for a different reason. The main purpose of these users is a social gaming, or playing Facebook games. In the last few years, Facebook has introduced new applications to make these games more attractive and enjoyable and this allured new users.

According to the Lightspeed research, more than 55% of all respondents answered that they played social games daily. This trend is still growing and it is no wonder that the majority of social games can be found just on Facebook. What makes Facebook games so addictive and why do people feel the need of playing? The answer is simple. The main goal or intention of these games is to attract as many gamers as possible. That is the reason why these mini games are extremely catchy and easy to play. Important point is also accessibility of the games. The internet connection is widespread and the games are for free so people can log on Facebook everywhere and whenever they want. [35]

5.1 Social gaming

Almost every second Facebook user plays games such as CityVille, FarmVille or Texas HoldEm Poker but what are their reasons for playing? Most of them say that these mini games are entertaining, so they play them when they are bored or if they need to get rid of stress. Important feature of these games is also the strategy of developers how to attract as many people as possible. Competitiveness is a typical human characteristic which is the essential part of all online games. People want to win, be better than other gamers so the time spent by playing is increasing to satisfy this need. The social games are based upon the simplicity where the gamers must accomplish various objectives. If they are successful, they will get experience and move forward to the higher level. By moving up to the higher level, they gather bonuses and benefits which are later used in the game. If they want to be the best, they have to spend online as much time as possible. Unfortunately, at this moment it is only one step from addiction because social gamers are entirely devoured by the game. Sometimes it happens that they forget to live a real life and all the human needs go by the

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[35] See "It's game on for Facebook users." Lightspeed Research - Online Market Research Survey Panels, Industry & Consumer Online Research. http://www.lightspeedresearch.com/press-releases/it%E2%80%99s-game-on-for-facebook-users/ (accessed April 6, 2012).

board. They think about their feigned garden or city day and night and in some cases, they are able to get up in the middle of the night to bring in their harvest.

According to the daily active users (DAU), the summary of the most popular games is issued each month. In March 2012, the top six games were:

1. Words With Friends (8 900 000 DAU)
2. CityVille (8 700 000 DAU)
3. Hidden Chronicles (7 200 000 DAU)
4. CastleVille (7 000 000 DAU)
5. Texas HoldEm Poker (6 800 000 DAU)
6. FarmVille (5 700 000 DAU) [36]

Social gaming addiction can lead to the situation when the gamer is not able to distinguish a real life from a virtual one and lives in his own world. Absolutely perplexing and tragic story happened in the Unites States two years ago. A young mother from Florida killed her baby son because he was crying and interrupting her FarmVille game on Facebook. Just for the sake of interest, this woman was sentenced to 50 years in prison. which is enormous judgment. If we compare the Czech and the U.S. penalties for murder, we can see that the law system in the U.S. is much stricter. [37]

5.2 Social gaming statistics

Social gaming, or playing online games has become a burning problem in the last few years so it is no wonder that a lot of research companies have focused on this trend. From their results it is obvious that social gaming is much more popular than it was expected.

According to the Lightspeed research, total 19% of the surveyed respondents answered that they were addicted to social games. If we look at these numbers closely, the survey says that 69% of all gamers are women which is a surprising discovery. As to the addiction,

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[36] See Thompson, Mike. "Top 25 Facebook Games of March 2012 ." Inside Social Games - Tracking Innovation at the Convergence of Games and Social Platforms .
http://www.insidesocialgames.com/2012/03/01/top-25-facebook-games-of-march-2012/ (accessed April 7, 2012).
[37] See Fitzsimmons, Caitlin. "Mother Pleads Guilty To Killing Baby Over FarmVille Interruption." All Facebook - The Unofficial Facebook Blog - Facebook News, Facebook Marketing, Facebook Business, and More!. http://www.allfacebook.com/kills-baby-farmville-2010-10 (accessed April 7, 2012).

women are not so resistant as men because there is 21% of women who say that they are addicted. On the other hand, only 17% of men answered that they have a problem with social gaming addiction. The biggest groups of addicted (22%) are young people from 18 to 34 years so the generation which uses computers and smart phones the most. The soaring popularity of social games is clear which maintain the following results of the survey. More than 63% of all respondents said that they played one or two social games at least once a week but there are also gamers (17%), who played five or more different games per week.

According to the Lightspeed research in one part of the survey there was also the analysis of the reasons why people started to play social games, and it should be mentioned here. The most frequent answer (37%) was that they were invited by a friend on Facebook. This answer was followed by the group of those, who found the game themselves (27%). 17% of all respondents started to play on the recommendation of someone else and only 6% answered that they saw the advertisement of the game on Facebook and after that they started to play. Another feature is also connected with this finding, namely the time spent on social gaming. Most of the social gamers say (65%) that they play Facebook game or more games up to 30 minutes per one session. This answer is followed by gamers (27%), who play 30-60 minutes per one session. The rest 8% of gamers spend more than 1 hour on gaming per one session. Facebook is for free, however there must exist some feature from where this phenomenal social network raises money. Besides an income from advertisement which is placed directly on the website, Facebook focuses also on social gamers. For these gamers, there is a special offer which they can exploit and pay cash to get some preferences or benefits in a game. It is startling and weird but more than 20% of all respondents answered that they paid cash in some of Facebook games. [38]

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[38] See "Facebook Addiction Statistics, Numbers, & Facts - ." Video Game Addiction Treatment & Computer Addiction Help - . http://www.techaddiction.ca/facebook-addiction-statistics.html (accessed April 8, 2012).

6 BULLYING AND ITS FORMS ON FACEBOOK

There is a lot of definitions which describe what the bullying is but the most accurate is that "bullying is an intentional aggressive behavior. It can take the form of physical or verbal harassment and involves an imbalance of power. Bullying behavior can include teasing, insulting someone, shoving, hitting, excluding someone, or gossiping about someone." [39]

There are known three basic types of bullying, namely social, verbal and physical. Different types of bullying can occur almost everywhere – at school, at home, in the work place or on the internet. Internet bullying appears on the social networks such as Facebook, Twitter and other websites and can exist in several forms.

6.1 Cyber-bullying

Cyber-bullying is a behaviour that takes place on the internet or through the mobile phones and can have the forms such as teasing, threatening or exclusion. [40] Cyber-bullying was first defined by Bill Belsey who says that "cyberbullying involves the use of information and communication technologies to support deliberate, repeated, and hostile behaviour by an individual or group, that is intended to harm others." [41]

Cyber-bullying can be very painful because there are not many ways how to defend against it. The cyber-bully can put photos, videos or other materials on the internet, and once it is posted, everybody can see it. Almost each of us has ever encoutered bullying so it is evident that it can happen everywhere and to everybody. We can be bullied in the work place or at school, but the most endangered are young children and teenagers. This generation spends free time on the internet and that is the reason why cyber-bullying is so extended.

Cyber-bullying has some extraordinary characteristics that are different from the conventional bullying. The most important feature is the anonymity. A person who cyber-bullies is anonymous and it gives him the feeling that he can do it because he can hide behind the screen. It is worse for the victims who live in a permanent stress because he or

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[39] Lee, Katherine. "Definition of Bullying." Advice and Support for Parents of Grade Schoolers. http://childparenting.about.com/od/schoollearning/g/bullying-definition.htm (accessed April 22, 2012).

[40] See "Students - Types of Bullying ." Canadian Safe School Network - Home . http://www.canadiansafeschools.com/students/types.htm (accessed April 23, 2012).

she thinks that the cyber-bully can be for example someone from their neighbourhood. The second feature is the accessibility because the cyber-bully can harass the victim incessantly, no matter if it is at night or during the day. The third characteristic is that a lot of bullying incidents take place in the presence of other people and these people become witnesses or bystanders of this behaviour. Unfortunately, the cyber-bullying can have enormous number of bystanders which can even reach millions. The main reason why there can be so many people involved is simple. They may receive emails, photos or web pages and resend them to their friends so the number is still increasing. [42]

6.2 Cyber-stalking

According to the U.S. Department of Justice Office for Victims of Crime, stalking is a "repeated harassing or threatening behavior by an individual, such as following a person, appearing at a person's home or place of business, making harassing phone calls, leaving written messages or objects, or vandalizing a person's property." [43]

Stalker is an individual who is totally obsessed with the other person. This person can be for example well-known personality, movie star or a singer, but also anyone else who has no relation with the stalker. At the time when people use Facebook, Twitter and other social networks, stalking has become a serious problem. The main problem is that we can find personal data and photos on these websites which can be easily abused.

Cyber stalkers often use email, Facebook or text messaging to be in touch with the victim. Stalkers are obsessed with the pursuit and they need to feel that they have some control over the person. Cyber stalkers are very often people with some psychological problems. The biggest problem is that they can choose their victims by random. On the other hand, cyber stalker can be even someone who we know very well, for example our ex-girlfriend or boyfriend, coworker or someone who we went to high school with. These people can be motivated by vengeance or by unrequited love. [44]

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[41] "Stop Bullying Now." Centennial College | Search Centennial. http://www.centennialcollege.ca/bullying/cyber-bullying.html (accessed April 22, 2012).
[42] See "Cyber Bullying | Violence Prevention Works." Violence Prevention Works from Hazelden Publishing. http://www.violencepreventionworks.org/public/cyber_bullying.page (accessed April 23, 2012).
[43] Montaldo, Charles. "Stalking - What Is Stalking?." Crime and Punishment Home Page. http://crime.about.com/od/stalking/a/stalking_is.htm (accessed April 23, 2012).
[44] See Gil, Paul. "Cyberstalking: What Is Cyberstalking? How Should I Deal with Cyberstalkers?." About Internet for Beginners: Your Guide to Participating in Online Culture and Navigating the Web and Internet.. http://netforbeginners.about.com/od/c/f/What-Is-Cyberstalking.htm (accessed April 23, 2012).

6.3 Cyber-grooming

Cyber-grooming is behaviour when adults are trying "to gain the trust of children and young people, often with the goal of a sexual relationship, through the use of cyber technology like the Internet or mobile phone." [45]

Cyber-grooming is a form of psychological manipulation and especially young children are very endangered. There is a lot of people on the internet who have some kinds of derivation which they need to satisfy. Therefore, the easiest way how to find the victim is on social networks where there are millions of people. Although every user must be over thirteen to join social networks such as Facebook, a lot of children break this rule and create their personal profile. This can be extremely dangerous because cyber-groomer looks for the victims on the internet and fairly often pretends that he has the same age as the child he chats with. The main aim of the cyber-groomer is to establish the relationship or some emotional connection with a child and to become his friend.[46] Cyber-groomers are often extraordinarily patient and are able to chat with the victims for days or months, sometimes for years before they meet them. At the beginning, groomers try to establish the credibility of the potential victim and after that a normal conversation is very often shifted to topics such as love, sexuality or to the request for photos. [47]

If we are being stalked, bullied or cyber-groomed, it is always very unpleasant feeling, but the best thing how to defend against it is the prevention. There are some useful tips that can help us to avoid these situations:

- We should always be careful to whom we give our phone number or email address.
- On Facebook and other social networks it is not recommended to tell too much personal information, such as exact home address, date of birth or phone number.
- If it is possible, we should always use the privacy setting on Facebook to eliminate the unsolicited messages and other things.

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[45] "South African Centre for Information Security: Leading Information Security Consulting Firm." South African Centre for Information Security: Leading Information Security Consulting Research Education Centre. http://sacfis.co.za/definition.htm (accessed April 24, 2012).

[46] See "Online Grooming." INHOPE Homepage. http://www.inhope.org/gns/internet-concerns/overview-of-the-problem/online-grooming.aspx (accessed April 24, 2012).

[47] See "Online Grooming." A Free Educational Resource Created by Carnegie Mellon University to Empower You to Secure Your Part of Cyberspace. www.mysecurecyberspace.com/encyclopedia/index/online-grooming.html (accessed April 24, 2012).

- We should remove or block everyone whose behaviour is offensive or shows signs of bullying or stalking.

- We should never meet a person we have met on the internet without telling our parents or friends where we are going and also with whom. [48]

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[48] See "Children - types of bullying." Essex County Council. http://www.essex.gov.uk/Education-Schools/Schools/Pupil-Parent-Support/Bullying/Children-and-Bullying/Children-Types-of-Bullying/Pages/Children-types-of-bullying.aspx (accessed April 24, 2012).

7 TWITTER AND MYSPACE

For millions of people today, social networks have become a part of their daily life. [49] We can find them everywhere we look – on the billboards, on the radio or in the television advertising. Do you like this beer or perfume? Like and share it on Facebook. That is the most common sentence which the consumers hear in advertising. Mass media are significantly used in business nowadays and that is the reason why a lot of producers take advantage of this phenomenon. Except Facebook, which is the most popular social network in the world, there are also other famous networks such as Twitter or MySpace. Each of these networks is considerably different from Facebook, but is used by millions of people every month.

7.1 Twitter

Twitter is a social networking service which offers similar services to its users as Facebook. The website was founded by Jack Dorsey, Evan Williams and Biz Stone in 2006, and the founders gained the inspiration for a website name from a photo sharing service named Flickr.[50] The main purpose of this website is that the users can keep their friends informed during the day by writing short posts or messages. "At the heart of Twitter are small bursts of information called Tweets." [51] These Tweets can have maximally 140 characters in length which is a perceptible difference in comparison with Facebook. On the other hand, Twitter followers can also share photos and use this social network through their smart phones, same as Facebook users. Twitter follower is a person, who has agreed to receive the Tweets. The more followers a person has, the more popular he or she is. [52]
According to the Twitaholic.com, the most followed people on Twitter are:

1. Lady Gaga – 23 113 815 followers
2. Justin Bieber – 20 527 072 followers
3. Katy Perry – 18 132 954 followers

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[49] See Lüsted, Marcia Amidon. "The World of Social Networking." In *Social networking: MySpace, Facebook, & Twitter*. Edina, Minn.: ABDO Pub. Co., 2011. 6.

[50] See Picard, André. "The history of Twitter, 140 characters at a time - The Globe and Mail." Home - The Globe and Mail. http://www.theglobeandmail.com/news/technology/tech-news/the-history-of-twitter-140-characters-at-a-time/article1949299/ (accessed April 20, 2012).

[51] "Twitter." Twitter. http://twitter.com/about (accessed April 20, 2012).

[52] See Grauschopf, Sandra. "Followers Definition - What Are Followers on Twitter." Contests and Sweepstakes - Free Sweepstakes Worth Entering. http://contests.about.com/od/f/g/followersdefinition.htm (accessed April 20, 2012).

4. Rihanna – 17 499 870 followers

5. Britney Spears – 15 757 486 followers [53]

Figure 4: Twitter logo [54]

The total number of Twitter users is 500 million, but only 140 million of them are active users. The term active users means that the users log in the website at least once a month. [55] Just for a comparison, Facebook has more than 845 million active users. [56]

Quite interesting is the fact that more than 50% of all users log in Twitter daily, and that 61% of all Tweets are in English language. As to the Twitter addiction, the research shows that more than 23% of all users are addicted, and that it can be harder to resist Twitter than cigarettes, alcohol or caffeine. [57] Nowadays, Twitter is available in more than 20 languages. [58]

7.2 MySpace

MySpace is one of the largest social networks in the world which was founded by four colleagues, who worked in a marketing company named eUniverse. These colleagues

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[53] See "Top Twitter User Rankings & Stats | Twitaholic.com ." Top Twitter User Rankings & Stats | Twitaholic.com . http://twitaholic.com/ (accessed April 20, 2012).

[54] Laughlin, Andrew. "Facebook, Twitter do not need anti-piracy filtering, says court - Tech News - Digital Spy." Showbiz, entertainment and media news - Digital Spy. http://www.digitalspy.co.uk/tech/news/a366217/facebook-twitter-do-not-need-anti-piracy-filtering-says-court.html (accessed April 30, 2012).

[55] See Bennett, Shea . "Twitter On Track For 500 Million Total Users By March, 250 Million Active Users By End Of 2012 - AllTwitter." mediabistro.com: jobs, classes, community and news for media professionals. http://www.mediabistro.com/alltwitter/twitter-active-total-users_b17655 (accessed April 20, 2012).

[56] See Cheredar, Tom. "Facebook user data: 845M monthly users, 2.7B daily likes & comments | VentureBeat." VentureBeat | Tech. People. Money.. http://venturebeat.com/2012/02/01/facebook-ipo-usage-data/ (accessed April 21, 2012).

[57] See Laird, Sam. "Are You Addicted to Twitter? [INFOGRAPHIC]." Social Media News and Web Tips – Mashable – The Social Media Guide. http://mashable.com/2012/03/16/twitter-addiction/ (accessed April 20, 2012).

[58] See "Twitter | CrunchBase Profile." CrunchBase, The Free Tech Company Database. http://www.crunchbase.com/company/twitter (accessed April 20, 2012).

namely Brad Greenspan, Chris DeWolfe, Josh Berman and Tom Anderson, started to work on this project and only few months later they introduced a new social website. MySpace was officially launched in January 2004, and within one month the website reached 1 million registered users. In June 2011, the company Specific Media bought MySpace for $35 million and the important person in the MySpace future will be famous singer Justin Timberlake who became co-owner in this acquisition. [59]

On the official websites, they say that "Myspace drives social interaction by providing a highly personalized experience around entertainment and connecting people to the music, TV, movies, and games that they love." [60] In the last three years MySpace was losing its users, and the biggest drop came in March 2011 when the site lost more than 10 million unique users. [61] The main cause was that the users came over to Facebook. However the present situation is much better and MySpace has more than 1,6 million monthly active users. [62] The total number of registered users on the website is 25 million and more than 1 million new users were logged in January 2012. The main reason for this huge increase is that the social website launched new MySpace Music Player in December 2011, which has become very popular among the young generation. [63]

Figure 5: New logo of MySpace [64]

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[59] See "MySpace | CrunchBase Profile." CrunchBase, The Free Tech Company Database. http://www.crunchbase.com/company/myspace (accessed April 24, 2012).

[60] "About MySpace." Press Room. www.myspace.com/pressroom (accessed April 21, 2012).

[61] See Pearce, Adrian. "BBC - Newsbeat - MySpace loses millions of users in a few weeks ." BBC - Homepage. http://www.bbc.co.uk/newsbeat/12862139 (accessed April 24, 2012).

[62] See "17 MySpace statistics | The B2B Guide to Social Media." B2B Social Media Marketing, B2B Social Networking, B2B Blogging. http://www.b2bsocialmediaguide.com/2011/04/07/myspace-statistics (accessed April 24, 2012).

[63] See Halliday, Josh. "Myspace adds 1m new users in 30 days | Technology | guardian.co.uk ." Latest US news, world news, sport and comment from the Guardian | guardiannews.com | The Guardian . http://www.guardian.co.uk/technology/2012/feb/14/myspace-one-million-users (accessed April 24, 2012).

[64] "Press Room." Myspace Logos. http://www.myspace.com/pressroom/2010/10/myspace-logos-2/ (accessed April 30, 2012).

8 ONLINE CHAT

Before Facebook was created, online chatting ran in a slightly different way than how it is known nowadays. The remarkable difference is in special programs or software, which people use to keep in touch with their friends. These programs – ICQ, Skype, MSN Messenger and other do exist until now, but its popularity is gradually falling.

Online chat can be described as a special kind of communication, which is executed over the internet. The exchange of the text messages from the writer to receiver runs in real time, and sometimes it is available to chat simultaneously with more than one user.

Facebook and its new technology causes that the majority of people use their Facebook profile almost for everything, no matter if it is for sharing photos, chatting or calling with their friends. Facebook offers all these innovation altogether which makes this website highly competitive. Very breakthrough was the year 2011 when Facebook offered services which increased its popularity among the users. In April 2011, Facebook users could make for the first time live voice calls via Facebook chat. This feature is provided for free and users can add voice to their chat or leave voice messages on Facebook as well. [65]

The next improvement came in July 2011 when Facebook agreed on cooperation with Skype and using its technology. This agreement was highly important because after that the new service – video calling was introduced to the users. These two improvements confirmed the position on the market, and Facebook has become the most popular website in the world. [66]

8.1 Chatiquette and the history of chat

The first mention about chat appeared in 1960's. At this time, there was available a special real time chat program which allowed to chat only to two users at the same time. The users had to be linked to the same computer to which they wanted to send the message and had to know the address of this computer. The change came in 1988 when Internet Relay Chat (IRC) was launched by Finnish computer programmer Jarkko Oikarinen. This program was

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[65] See Swartz, Jon. "Facebook hops aboard T-Mobile's Bobsled service." News, Travel, Weather, Entertainment, Sports, Technology, U.S. & World - USATODAY.com. http://content.usatoday.com/communities/technologylive/post/2011/04/facebook-hops-aboard-t-mobiles-voip-service/1 (accessed April 8, 2012).

[66] See "Facebook starts its Video Calling Service to compete with Google+ hangout | DigitalAnalog." DigitalAnalog - Technology + Art. http://digitalanalog.in/2011/07/07/facebook-starts-video-calling-service-to-compete-with-google-hangout/ (accessed April 12, 2012).

much more sophisticated, and allowed to chat simultaneously with more users. The only disadvantage was that the users had to be logged onto the same network. [67]

There are a lot of ways how to chat with friends nowadays. Some people use instant messaging programs such as MSN (Microsoft Network), Skype and ICQ (I Seek You), and some of them prefer chatting through the social networks such as Facebook, Twitter and MySpace. Online chatting with friends is very popular, and that is the reason why the most of teenagers prefer chat over the face to face communication. [68]

The term Chatiquette is created from two words – chat and the etiquette, and describes the basic rules how to behave during the online communication. It is important to know that each community or group on the internet has its own rules which should be always kept.

General chatiquette guidelines are:

- Consideration – we should join the chat only if we understand the atmosphere of the community and know what they are talking about.
- Capital letters – we should avoid to use capital letters, because it is considered as a rude behavior and shouting.
- Courtesy – we should always try to be polite. If someone asks a question, we should answer it at least partially.
- Say goodbye – we should say goodbye to the other participants in the chat so that they know we are leaving the discussion. [69]

8.2   Internet slang

As every nation has its own language, also internet users have created their own slang or jargon which is used in chat and other forms of communication. The most common types of internet slang can be abbreviations, acronyms or keyboard symbols. Internet or social network users use these chat symbols to show and share their emotions or mood but also for shortening of the written text. "Speed and writing style are more important than

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[67] See "Internet History Of Irc Or Internet Relay Chat." Essortment Articles: Free Online Articles on Health, Science, Education & More.... http://www.essortment.com/internet-history-irc-internet-relay-chat-21091.html (accessed April 17, 2012).

[68] See Cherry-Shearer, Ariana. "History of Chat | eHow.com." eHow | How to Videos, Articles & More - Discover the expert in you. | eHow.com. http://www.ehow.com/about_4571179_history-of-chat.html (accessed April 17, 2012).

external appearance" in online communication.[70] Modern young people live in a bustling world and that is the reason why they use these acronyms also in a normal speech to save the time.

Here is the list of the most commonly used abbreviations and acronyms appearing in the internet slang:

- AFAIK - As Far As I Know
- AFK - Away From Keyboard
- BBL - Be Back Later
- BTW - By The Way
- FC - Fingers Crossed
- FYI - For Your Information
- IMO - In My Opinion
- L8R - Later
- LOL - Laugh Out Loud
- ROFL - Rolling On Floor Laughing
- TGIF - Thank God It's Friday
- :-O – Shocked
- :-) – Smile
- ;-) – Wink [71]
- ASAP - As Soon As Possible
- DIY - Do It Yourself
- GL - Good Luck
- OMG - Oh My God [72]

Although this internet slang is used quite often, we should always consider if the receiver of the message will understand it.

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[69] See "IRC Chatiquette -- Chat Etiquette, Internet Relay Chat." The Internet. http://www.livinginternet.com/r/ru_chatq.htm (accessed April 17, 2012).

[70] Ben-Ze'ev, Aaron. "The seductive space." In *Love Online: Emotions on the Internet*. Cambridge: Cambridge University Press, 2004. 9.

[71] See "Chat language." Chat language. http://www.chatdefinitions.com/ (accessed April 18, 2012).

[72] See "Chat related definitions." Computer Hope's free computer help. http://www.computerhope.com/jargon/chat.htm (accessed April 18, 2012).

II. ANALYSIS

9 QUESTIONNAIRE SURVEY

In my analytical part I have prepared questionnaire survey which contains 17 questions about Facebook. I got answers from 292 respondents which is a great number that I have not expected at all.

The survey is divided into several parts. The first part is inquiring basic information such as gender, age or educational attainment. In the second part I focused directly on Facebook users and I tried to find out basic information. For example – how long they are registered on Facebook or how many friends they have. In the third section there are questions concerning Facebook games and also Facebook addiction.

The list below shows the key web pages where the respondents mostly came from:

- Facebook.com (37,5%)
- Unknown (37%)
- Vyplnto.cz (8,1%)
- Google.cz (6,4%)
- Search.seznam.cz (5,4%)

To get as much answers as possible, I have shared the link on my Facebook profile. That is the reason why most of respondents (37,5%) came from this social network. Only 8,1% of all respondents completed my questionnaire directly on the website www.vyplnto.cz. This website is built up for students or companies and offers them creating their own questionnaire for free.

9.1 The purpose of my research

The main purpose of this research was to find out to what extent Facebook interferes in people's life, how popular is this phenomenal social network among the Czech users and what are reasons of their registration on Facebook?

9.2 Czech Republic Facebook statistics

According to the statistic, the total number of Facebook users in the Czech Republic is 3 552 080. In the ranking of all Facebook statistics by country, the Czech Republic is on the 43rd place. The total number of Facebook users has grown by more than 210 240 in the

last 6 months. "Facebook penetration in the Czech Republic is 34.82% compared to the country's population and 53.17% in relation to number of Internet users." [73]

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[73] "Czech Republic Facebook Statistics, Penetration, Demography - Socialbakers." Socialbakers Social media (Facebook, Twitter…) marketing, statistics & monitoring - Socialbakers. http://www.socialbakers.com/facebook-statistics/czech-republic (accessed February 29, 2012).

10 ANALYSIS OF THE QUESTIONNAIRE SURVEY

1.

1. What is your gender?		
Answer	**Quantity**	**Percentage**
Female	220	75%
Male	72	25%

Table 1: Gender of respondents (self-created)
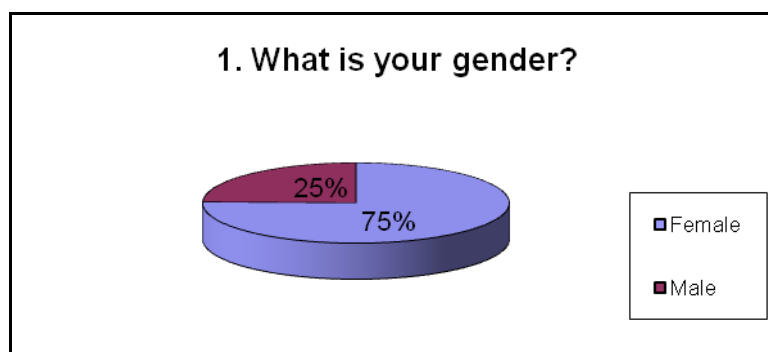
Figure 6: Gender of respondents (self-created)

From this graph it is obvious that the majority of respondents were women – over 75%. The rest 25% of all respondents were men. This is really interesting discovery because according to the Czech Republic Facebook Statistics there are 49% male users and 51% female users.[74] This considerable difference can be caused by women's bigger readiness to completing this questionnaire.

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[74] See "Czech Republic Facebook Statistics, Penetration, Demography - Socialbakers." Socialbakers Social media (Facebook, Twitter…) marketing, statistics & monitoring - Socialbakers. http://www.socialbakers.com/facebook-statistics/czech-republic (accessed February 29, 2012).

2.

2. What is your age?		
Answer	**Quantity**	**Percentage**
19-25 years	205	70%
26-35 years	42	14%
16-18 years	24	8%
36-45 years	11	4%
10-15 years	8	3%
46-60 years	2	1%

Table 2: The age of respondents (self-created)
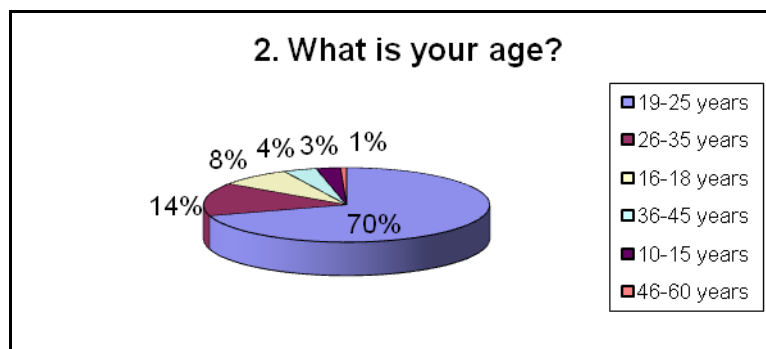
Figure 7: The age of respondents (self-created)

This graph shows the average age of Facebook users. The largest group are users at the age of 19-25 (70,25%), followed by 26-35 (14,38%) and users at the age of 16-18 (8,22%). According to the website socialbakers.com, the largest age group in the Czech Republic is 25-34 with total of 1 065 936 users followed by the users at the age of 18-24. The smallest age group is the population over 60.[75] These basic figures are very similar to mine which testifies an objectivity of my research.

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[75] See "Czech Republic Facebook Statistics, Penetration, Demography - Socialbakers." Socialbakers Social media (Facebook, Twitter…) marketing, statistics & monitoring - Socialbakers. http://www.socialbakers.com/facebook-statistics/czech-republic (accessed February 29, 2012).

3.

3. What is your educational attainment?		
Answer	**Quantity**	**Percentage**
Secondary education with leaving examination	168	57%
University education	75	26%
Primary school student	29	10%
Secondary education	20	7%

Table 3: Educational attainment of respondents (self-created)
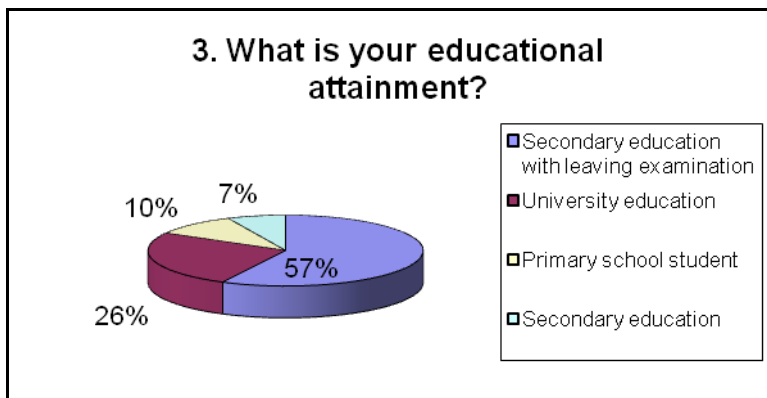
Figure 8: Educational attainment of respondents (self-created)

In this graph we can see that the majority of respondents were people with secondary school leaving examination followed by university graduates. Interesting connection can be seen between those two groups if we compare the time spent on Facebook. Only 23% of university graduates spend on Facebook more than 2 hours per day which is remarkable difference in comparison with 36% of people with secondary school leaving examination.

4.

4. Do you have Facebook profile?		
Answer	**Quantity**	**Percentage**
YES	277	95%
NO	15	5%

Table 4: Facebook profile (self-created)
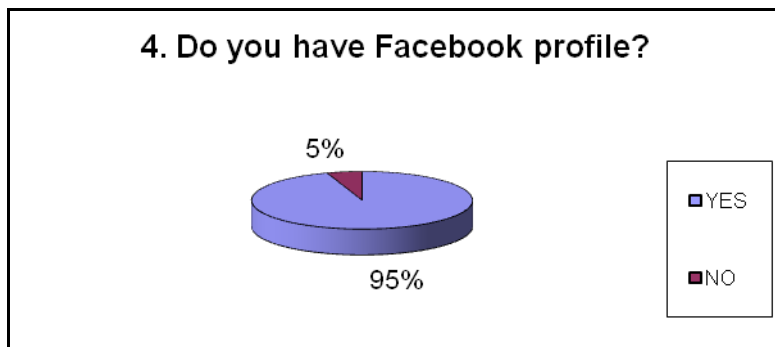
Figure 9: Facebook profile (self-created)

Only 5% of all respondents answered that they have not created Facebook profile yet. After answering this question negatively, their questionnaire was ended because the following questions were aimed only at Facebook users.

5.

5. How long do you spend on Facebook per day?		
Answer	**Quantity**	**Percentage**
more than 2 hours	96	35%
31 - 60 minutes	69	25%
0 - 30 minutes	61	22%
60 - 120 minutes	51	18%

Table 5: Time spent on Facebook (self-created)
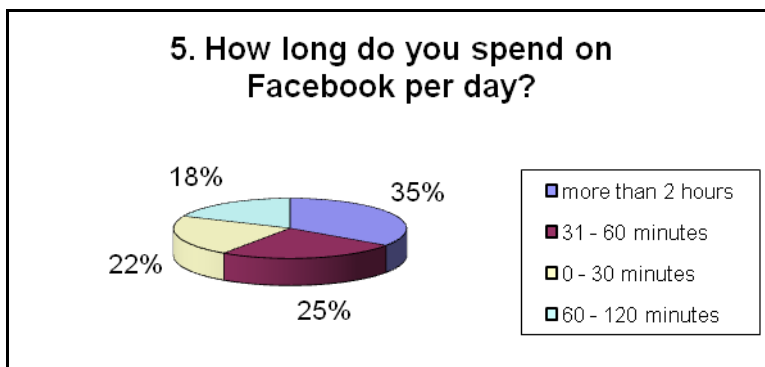
Figure 10: Time spent on Facebook (self-created)

The time spent on Facebook was discussed at some length in question number 3. Nevertheless, as we can see in this graph, almost 35% of all respondents spend on Facebook more than 2 hours per day. The second most frequent answer was 30-60 minutes per day. According to my personal statistics I spend on my Facebook profile on average 25 minutes per day.

6.

6. How long have you been registered on Facebook?		
Answer	**Quantity**	**Percentage**
more than 2 years	174	63%
1 - 2 years	84	30%
6 months - 1 year	16	6%
0 - 6 months	3	1%

Table 6: Facebook registration (self-created)
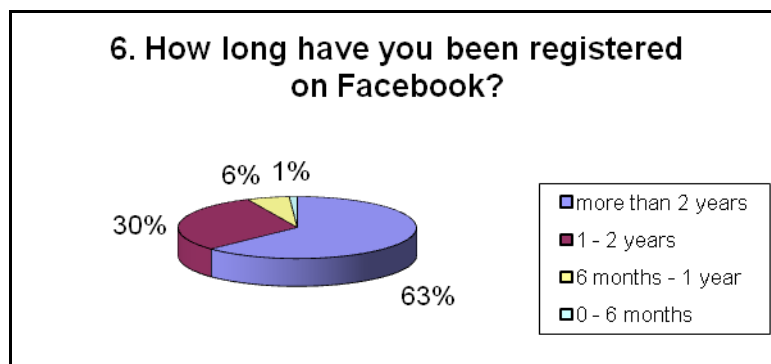
Figure 11: Facebook registration (self-created)

Almost 63% of all respondents have been registered on Facebook more than 2 years which is corresponding figure if we take into account that Facebook was launched in the Czech Republic on September 26, 2006. [76]

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[76] See Smith, Justin. " Facebook now open to anybody with an email address ." Inside Facebook - Tracking Facebook and the Facebook Platform for Developers and Marketers .
http://www.insidefacebook.com/2006/09/26/facebook-now-open-to-anybody-with-an-email-address/ (accessed February 29, 2012).

7.

7. What was the reason of your registration on Facebook?		
Answer	**Quantity**	**Percentage**
Keep in touch with friends	194	39%
Because of school	110	22%
Out of curiosity	101	21%
All friends have FB profiles	45	9%
Out of necessity	19	4%
Other	23	5%

Table 7: Reasons of registration on Facebook (self-created)
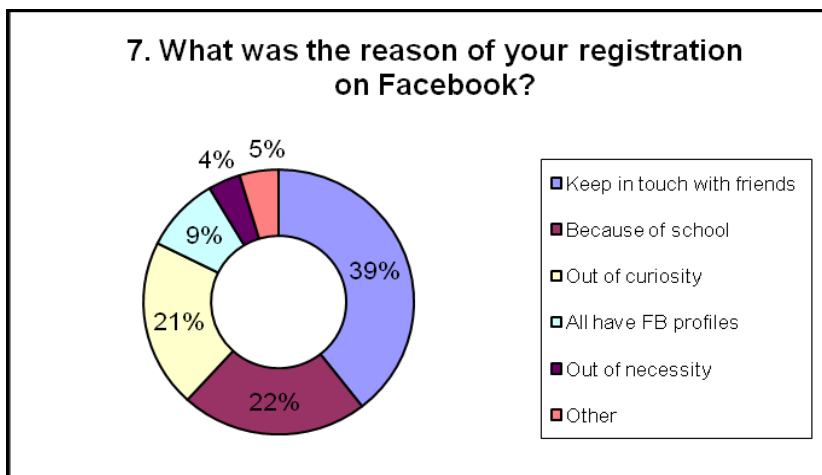
Figure 12: Reasons of registration on Facebook (self-created)

In this question respondents could choose at least 1 and maximally 3 answers which fit them the most. To keep in touch with friends was chosen by 70% of all respondents. This answer was followed by the reason because of the school which had approximately the same percentage as out of curiosity.

8.

8. How many Facebook friends do you have? (approximately)?		
Answer	Quantity	Percentage
151 - 300	122	44%
101 - 150	66	24%
31 - 100	44	16%
301 - 500	32	11%
0 - 30	8	3%
more than 501	5	2%

Table 8: Number of Facebook friends (self-created)
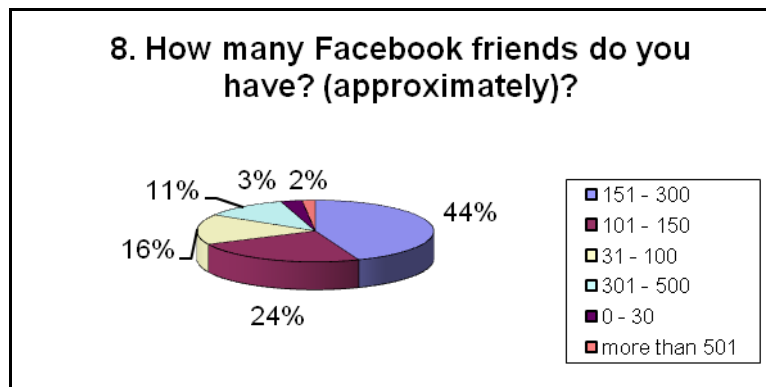
Figure 13: Number of Facebook friends (self-created)

According to the statistics mentioned on mediabistro.com, an average Facebook user has 130 friends.[77] In comparison with my survey, 44% of respondents have 151-300 Facebook friends and about 24% of all respondents have 101-150 friends. More than 500 friends have only 5 respondents. I have 168 Facebook friends which ranks me among the biggest group of 151-300 friends.

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[77] See Bennett, Shea. "Facebook, Twitter, LinkedIn – The Social Media Statistics Of Today [INFOGRAPHIC] - AllTwitter." mediabistro.com: jobs, classes, community and news for media professionals. http://www.mediabistro.com/alltwitter/social-media-statistics_b17188 (accessed February 29, 2012).

9.

9. Do you know all your Facebook friends in person?		
Answer	**Quantity**	**Percentage**
YES	200	72%
NO	77	28%

Table 9: Facebook friends (self-created)

Figure 14: Facebook friends (self-created)

The results of this question are very interesting because 77 respondents answered that they did not know all their Facebook friends in person. It is really high number if we realize that they become friends only upon the friend requests, no matter if they know the person or not. But what does the term friendship really mean? This question is closely elaborated in the section 4 – Friendship on Facebook.

10.

10. Do you accept friend requests from unknown persons?		
Answer	**Quantity**	**Percentage**
YES	21	8%
NO	256	92%

Table 10: Friend requests (self-created)

Figure 15: Friend requests (self-created)

Further to the previous question we can see that 21 respondents do accept friend requests from unknown people. This can be quite dangerous especially for very young Facebook users who do not know to what danger they can face up. For more information see section 8.3 – Cyber-grooming.

11.

11. Do you play Facebook games? E.g. FarmVille, CityVille, Poker etc.?		
Answer	**Quantity**	**Percentage**
NO	178	64%
SOMETIMES	82	30%
YES, REGULARLY	17	6%

Table 11: Social gaming (self-created)
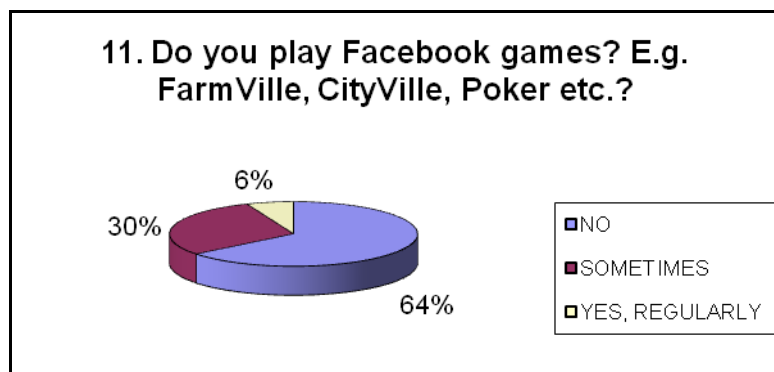
Figure 16: Social gaming (self-created)

This question was inquiring the popularity of Facebook games among the users in the Czech Republic. Although it seems that Facebook games are very popular almost 64% of all respondents do not play these games at all. Only 6% answer that they play regularly and 30% of all respondents play occasionally. If we compare these answers with the survey from the United States and the United Kingdom, where more than 24% of respondents play social games regularly, we can see that Czech users are not so addicted.[78] The problem of social gaming is discussed widely in section 6 – Facebook games.

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[78] See "New Survey Reveals Social Gaming Phenomenon in U.S. and U.K. - Feb 17, 2010." PopCap Games Press Room - Press Room. http://popcap.mediaroom.com/index.php?s=43&item=149 (accessed February 29, 2012).

12.

12. Would you be willing to pay money and get preference in some of games which are played on Facebook?		
Answer	**Quantity**	**Percentage**
NO	268	97%
YES	6	2%
DON´T KNOW	3	1%

Table 12: Facebook games (self-created)
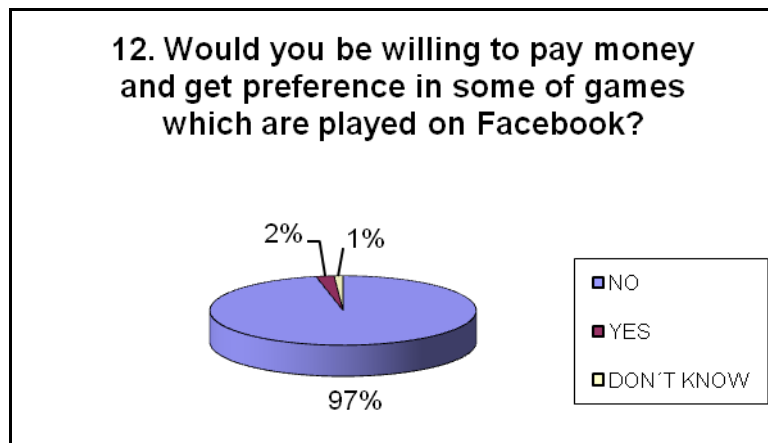
Figure 17: Facebook games (self-created)

With social gaming is also related this question. As was mentioned in section 6 – Facebook games there is an opportunity to pay money and get preference in a game. According to the worldwide statistics, almost 20% of all users have already paid cash for in-game benefits.[79] In my survey only 2% of all respondents answered that they would be willing to pay cash and get preference in some of the Facebook game. This percentage is surprisingly low in comparison with the worldwide statistics.

[79] See "Facebook Addiction Statistics, Numbers, & Facts - ." Video Game Addiction Treatment & Computer Addiction Help - . http://www.techaddiction.ca/facebook-addiction-statistics.html (accessed February 29, 2012).

13.

13. Do you think that Facebook addiction can exist?		
Answer	Quantity	Percentage
NO	9	3%
YES	253	92%
DON´T KNOW	15	5%

Table 13: Facebook addiction (self-created)
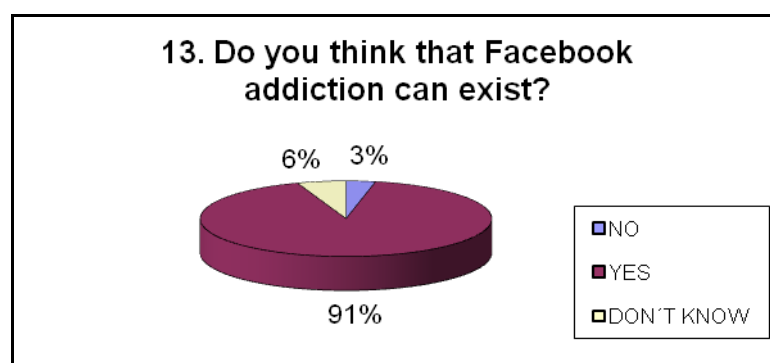
Figure 18: Facebook addiction (self-created)

Facebook addiction disorder is very often discussed topic and results in this survey prove that it is true. Almost 91% of all respondents think that Facebook addiction can exist and that they know about this problem. For more information which are joined with Facebook addiction see section 5 – Facebook addiction.

14.

14. Do you know someone who is addicted to Facebook?		
Answer	**Quantity**	**Percentage**
NO	66	24%
YES	123	44%
DON´T KNOW	88	32%

Table 14: Facebook addiction awareness (self-created)
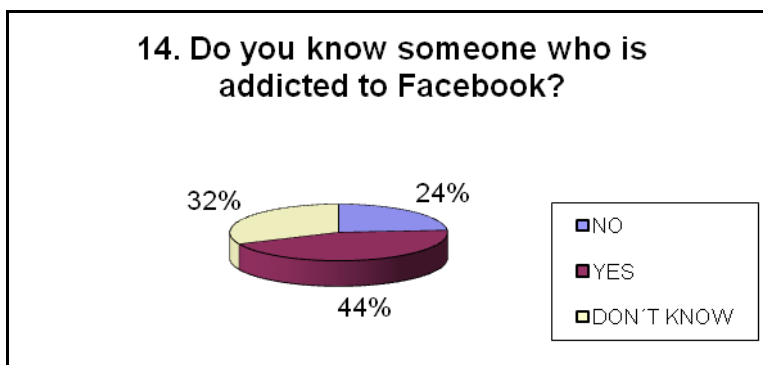
Figure 19: Facebook addiction awareness (self-created)

The results of this question are very astonishing because more than 44% of all respondents answer that they know someone who is addicted to Facebook. We can say that almost every second Facebook user in the Czech Republic is addicted which is really enormous number.

15.

15. On which social networks do you have your profile?		
Answer	**Quantity**	**Percentage**
Facebook	271	61%
Lidé.cz	78	18%
Badoo	27	6%
Líbím se ti	20	4%
Online dating sites	10	2%
Other	39	9%

Table 15: Popular social networks (self-created)
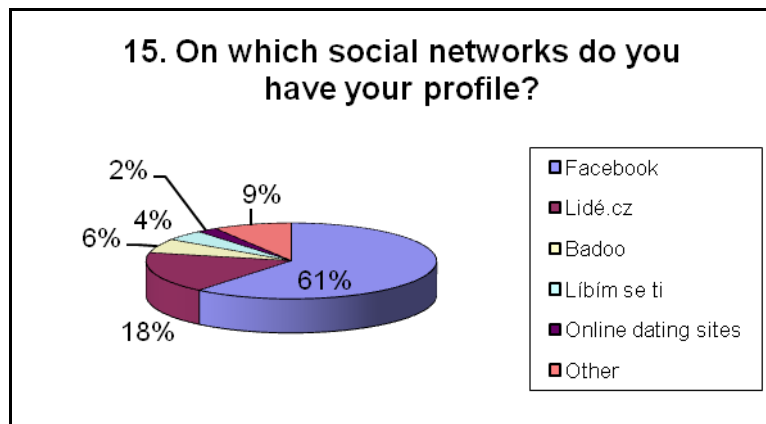
Figure 20: Popular social networks (self-created)

This question was inquiring on which social networks respondents have their profile. As we can see, the most frequent answer was Facebook with 61% of respondents which shows the growing popularity of this social network. The respondents could choose at least 1 and maximally 3 answers which fit them the most. Lidé.cz is a famous Czech social network which was mentioned by 18% of the respondents.

16.

16. Do your parents have profile on Facebook?		
Answer	**Quantity**	**Percentage**
Neither	180	65%
Mother	44	16%
Father	31	11%
Both	22	8%

Table 16: Parents on Facebook (self-created)
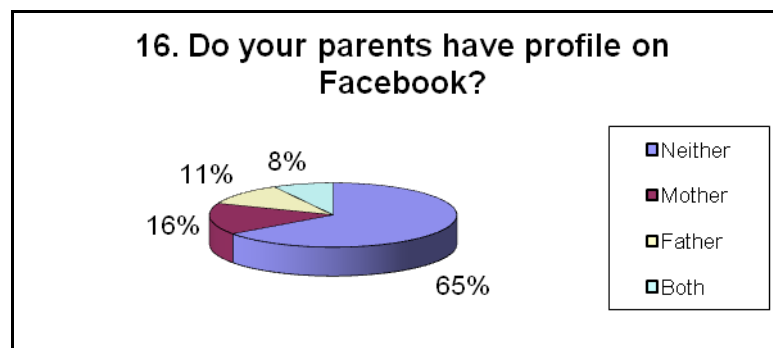
Figure 21: Parents on Facebook (self-created)

From this graph it is clear that Facebook is also quite spread among the elderly population. About 16% of the respondents answered that their mother had Facebook profile and 11% answered that they father had the profile also. On the other hand, only 8% of all respondents answered that both parents had profile.

17.

17. Do you have your parents in a friend's list?		
Answer	**Quantity**	**Percentage**
YES	73	74%
NO	25	26%

Table 17: Parents in a friend's list (self-created)
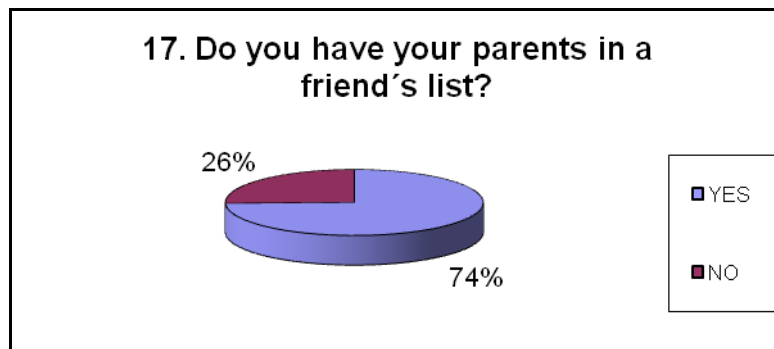
Figure 22: Parents in a friend's list (self-created)

This question was available only to those respondents who answered Mother, Father or Both in a previous question. More than 74% of all respondents have their parents in a friends list which can be sometimes very problematic. For example if they share photos from the party, their parents can see it and have a quarrel with them because of these photos. I would say that if users have their parents in a friends list, they are loosing some kind of privacy because they are still "under the supervision" of their parents.

11 SUMMARY OF THE RESEARCH FINDINGS

According to my research I can say that the popularity of social networks among the Czech users is tremendous and almost every third person has a profile on Facebook. The largest group are users at the age of 19-25 (70,25%) who are followed by the age group 26-35 (14,38%). More than 70% of all respondents answered that the main reason of their registration on Facebook was that they wanted to keep in touch with friends. As to the number of friends, an average Facebook user has 130 friends. In comparison with my survey, 44% of respondents have 151-300 friends and only 24% of all respondents have 101-150 friends. The awareness of Facebook addiction among the users is widely spread because more than 44% of all respondents know someone who is addicted to Facebook.

CONCLUSION

Whether willing or not, the popularity of social networks is still growing and they have become an important part of our lives. The term Facebook is used everywhere we look – on the billboards, on the radio or in the television advertising which only demonstrates an enormous extent of this phenomenon.

The main reason why people create their personal profile on Facebook is that they want to keep in touch with their friends. We live in a rushed world where people do not have much time so the face to face communication is often replaced by a chat on social networks. Friendship is an integral part of all social networks and it has become a frequently discussed topic in recent years. Most of people do not realize the fact that friendship has a different meaning on Facebook and in a real life. If people have too many unknown or virtual friends it can always lead to several problems such as cyber-grooming or stalking because people are not always who they seem to be. Every user who wants to create Facebook profile must be over 13 but the reality is different and this rule is broken very often.

To have profile on Facebook is a modern trend but every user has to consider whether using of social networks is useful or whether it brings only problems. One of these problems can be Facebook or social gaming addiction. These kinds of addiction can appear very easily but it always depends on the person and on his will if he or she can resist this bad habit. As evidence that Facebook addiction is a problem I have conducted a questionnaire survey and results are very interesting. More than 92% of all respondents say that they are aware of the fact that there can exist Facebook addiction and they know someone who is already addicted to Facebook.

Facebook has become a significant companion nowadays which brings pros and cons for its users. Although there are a lot of researches that show negative sides of this website, it is important to say that it is not Facebook itself that makes this phenomenal social network so dangerous or negative. A lof of problems which are joined with Facebook are caused by users themselves because it depends only on their behaviour on the internet. People need to realize that it is always about themselves how social networks will look like in the future.

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APPENDICES

P I   Questionnaire (English version)

P II   Questionnaire (Czech version)

14 APPENDIX P I: QUESTIONNAIRE (ENGLISH VERSION)

1. What is you gender?

a) Female

b) Male

2. What is your age?

a) 10-15 years

b) 16-18 years

c) 19-25 years

d) 26-35 years

e) 36-45 years

f) 46-60 years

3. What is your educational attanment?

a) Secondary education with leaving examination

b) University education

c) Primary school student

d) Secondary education

4. Do you have Facebook profile?

a) YES

b) NO

5. How long do you spend on Facebook per day?

a) 0 - 30 minutes

b) 31 - 60 minutes

c) 60 - 120 minutes

d) more than 2 hours

6. How long have you been registered on Facebook?

a) 0 - 6 months

b) 6 months - 1 year

c) 1 - 2 years

d) more than 2 years

7. What was the reason of your registration on Facebook?

a) Keep in touch with friends

b) Because of school

c) Out of curiosity

d) All have FB profiles

e) Out of necessity

f) Other

8. How many Facebook friends do you have? (approximately)

a) 0 - 30

b) 31 - 100

c) 101 - 150

d) 151 - 300

e) 301 - 500

f) more than 501

9. Do you know all your Facebook friends in person?

a) YES

b) NO

10. Do you accept friend requests from unknown persons?

a) YES

b) NO

11. Do you play Facebook games? E.g. FarmVille, CityVille, Poker etc.?

a) YES, REGULARLY

b) NO

c) SOMETIMES

12. Would you be willing to pay money and get preference in some of games which are played on Facebook?

a) YES

b) NO

c) DON'T KNOW

13. Do you think that Facebook addiction can exist?

a) YES

b) NO

c) DON'T KNOW

14. Do you know someone who is addicted to Facebook?

a) YES

b) NO

c) DON'T KNOW

15. On which social networks do you have your profile?

a) Facebook

b) Lidé.cz

c) Badoo

d) Líbím se ti

e) Online dating sites

f) Other

16. Do your parents have profile on Facebook?

a) Mother

b) Father

c) Both

d) Neither

17. Do you have your parents in a friend's list?

a) YES

b) NO

15 APPENDIX P II: QUESTIONNAIRE (CZECH VERSION)

1. Vaše pohlaví?

a) Žena

b) Muž

2. Kolik Vám je let?

a) 10-15 let

b) 16-18 let

c) 19-25 let

d) 26-35 let

e) 36-45 let

f) 46-60 let

3. Jaké je Vaše nejvyšší dosažené vzdělání?

a) Středoškolské s maturitou

b) Vysokoškolské

c) Základní

d) Středoškolské

4. Máte profil na Facebooku?

a) ANO

b) NE

5. Kolik času trávíte denně na Facebooku?

a) 0 - 30 minut

b) 31 - 60 minut

c) 60 - 120 minut

d) více jak 2 hodiny

6. Jak dlouho jste registrovaní na Facebooku?

a) 0 – 6 měsíců

b) 6 měsíců – 1 rok

c) 1 – 2 roky

d) více jak 2 roky

7. Co bylo hlavním důvodem Vaší registrace na Facebook?

a) Udržet kontakt s přáteli

b) Kvůli škole

c) Ze zvědavosti

d) Všichni mají profil na FB

e) Z nutnosti

f) Jiné

8. Kolik máte na Facebooku přibližně přátel?

a) 0 - 30

b) 31 - 100

c) 101 - 150

d) 151 - 300

e) 301 - 500

f) více než 501

9. Znáte všechny Vaše přátele osobně?

a) ANO

b) NE

10. Přijímáte přátelství od neznámých lidí?

a) ANO

b) NE

11. Hrajete hry na Facebooku? Např. FarmVille, CityVille, Poker a další?

a) ANO, PRAVIDELNĚ

b) NE

c) OBČAS

12. Byli byste ochotni zaplatit určitou částku a získat tak zvýhodnění v některých z her na Facebooku?

a) ANO

b) NE

c) NEVÍM

13. Myslíte si, že může existovat závislost na Facebooku?

a) ANO

b) NE

c) NEVÍM

14. Znáte někoho, kdo je na Facebooku závislý?

a) ANO

b) NE

c) NEVÍM

15. Na kterých sociálních sítích máte profil?

a) Facebook

b) Lidé.cz

c) Badoo

d) Líbím se ti

e) Online seznamky

f) Jiné

16. Mají Vaši rodiče profil na Facebooku?

a) Matka

b) Otec

c) Oba

d) Žádný

17. Máte své rodiče v přátelích?

a) ANO

b) NE