



Appendix A: College Students in Our Networked World

Time doesn't matter on these networks.

You can keep in contact with people you haven't talked to in years and years and years.... It was more difficult before these technologies....

Now it's limitless, almost.

You can keep in touch with whomever you want to whatever extent you want.

—Undergraduate student, McMaster University, Hamilton, Ontario, Canada



511 college students

across all countries surveyed provided insight into their digital lives, their favorite social sites and their motivations for social networking.



They shared their views on Internet privacy and security and attitudes about trusting people they meet online.

They also expressed their opinions about information privacy and the library's potential role in social networking.



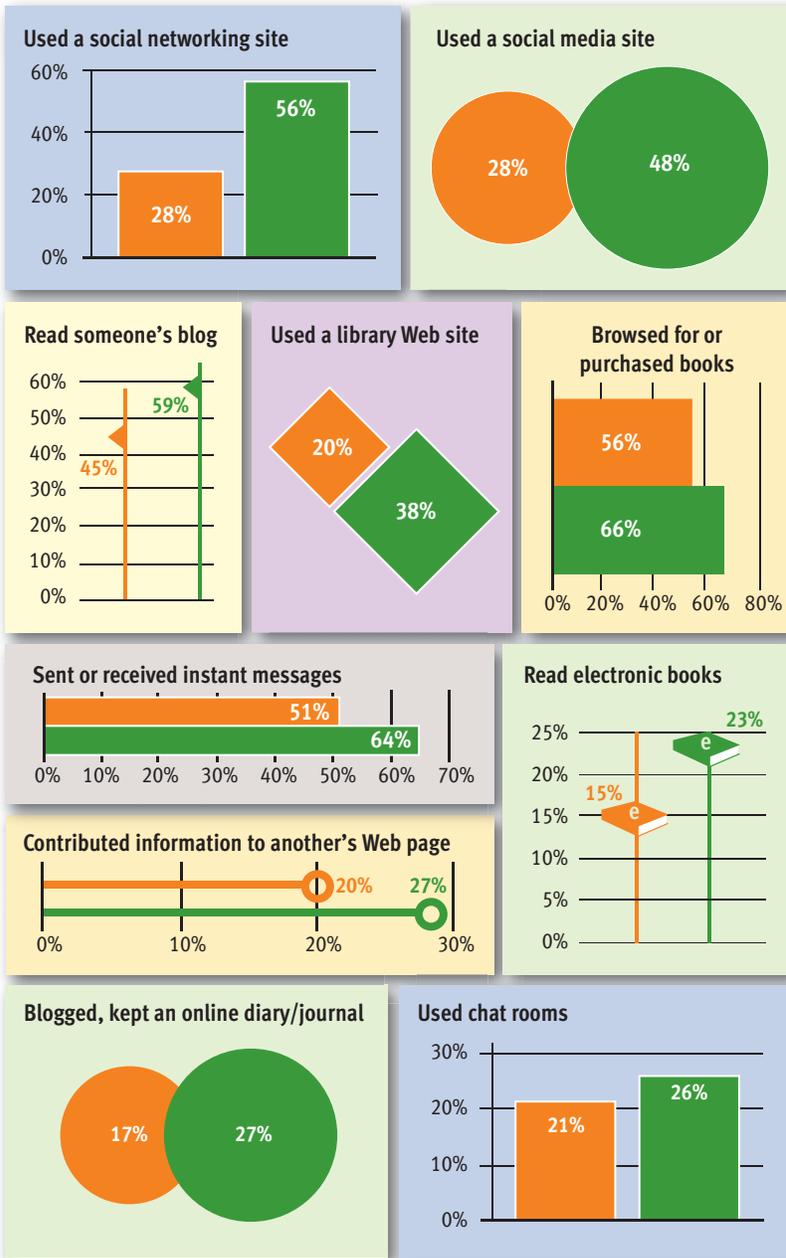
Our Digital Lives—College Students

The participation in many online activities by the college students surveyed outpaced that of the total general public.

Online Activities

What type(s) of online activities have you done or participated in during the last 12 months?

■ Total General Public ■ College Students



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 530.

56%
of college students and

28%
of the total general public have used a social networking site.

38%
of college students have borrowed items or searched for specific items through the library Web site compared to

20%
of the total general public.

Our Social Spaces—College Students

Usage of Social Networking, Social Media and Commercial Sites

Below is a list of [social networking, social media, and/or commercial Web sites].

Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a social networking, social media, commercial and/or library Web site.

Of those who use social networking sites:

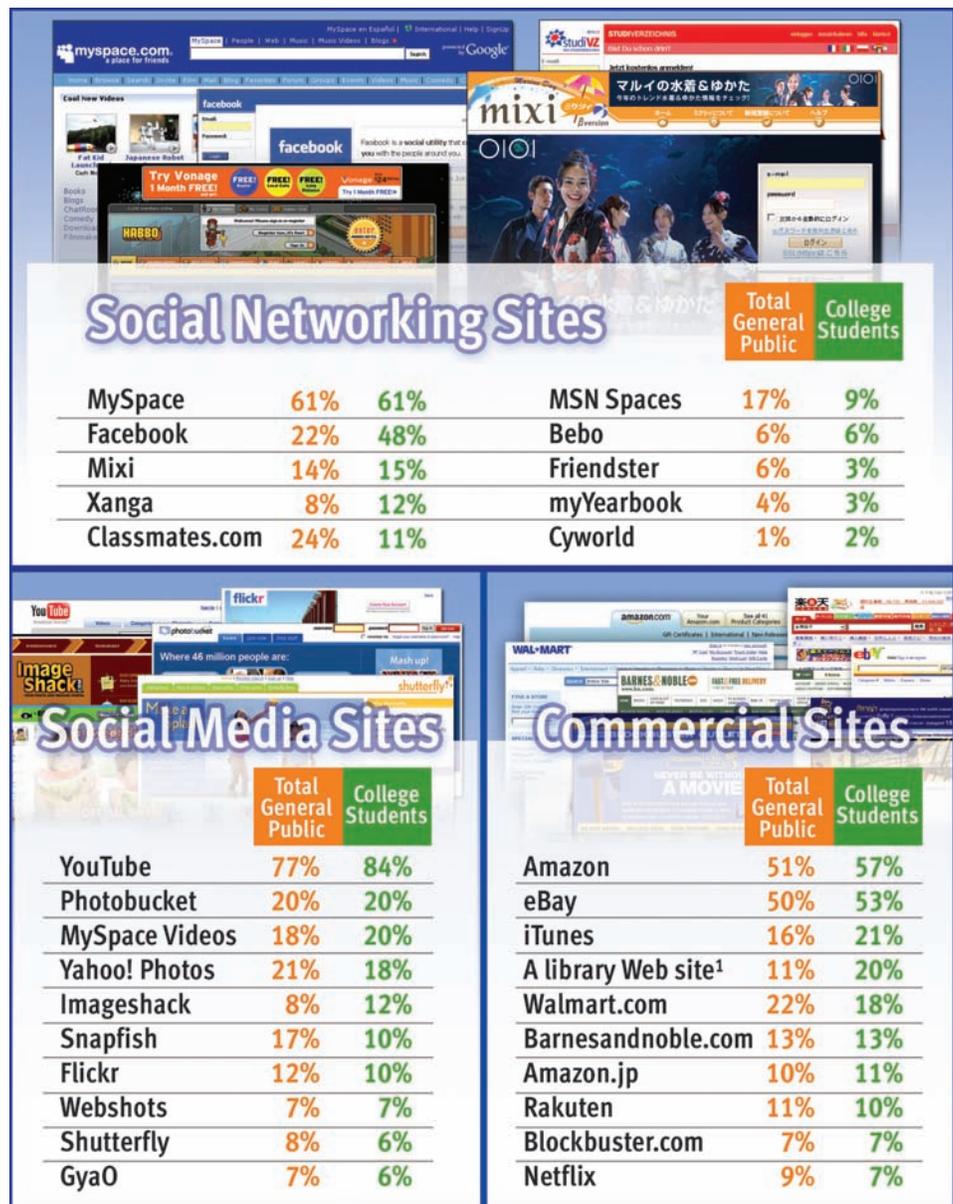
61%

of college students and

61%

of the total general public use

MySpace.



Note: The chart shows the top 10 social networking, social media and commercial sites.

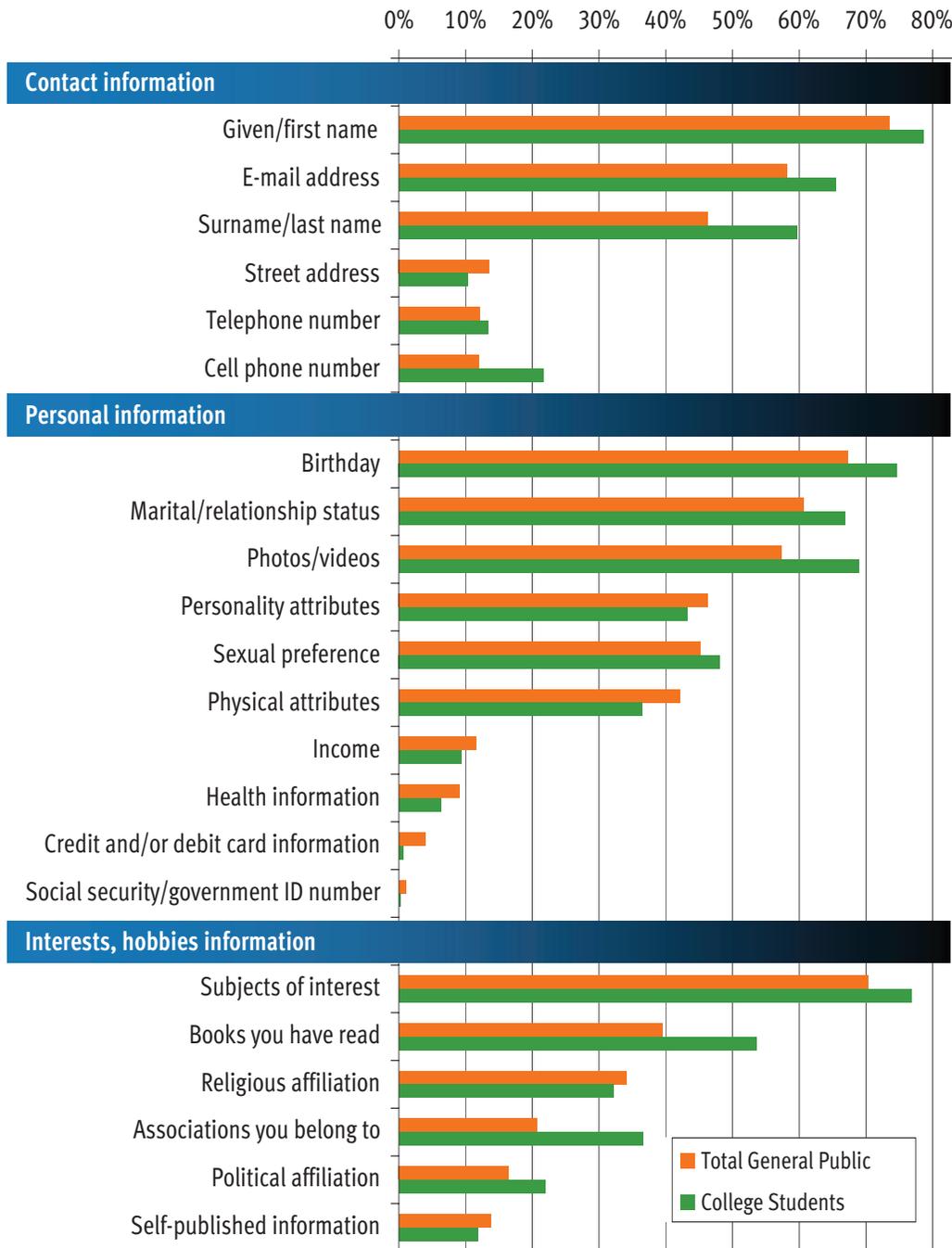
¹Library Web site was grouped with commercial sites to provide a view of relative usage across countries.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 605, 710 and 770.

Information Shared on Social Networking Sites

Which of the following types of information have you ever supplied about yourself on a social networking Web site?

Base: Respondents who have used a social networking site.



69%

of college student social networking users have shared photos/videos.

College students are more likely than the total general public to have shared information on a social networking site.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 625.

Why Students Use Social Networking Sites

Which of the following describe why you use your preferred social networking Web site(s)?

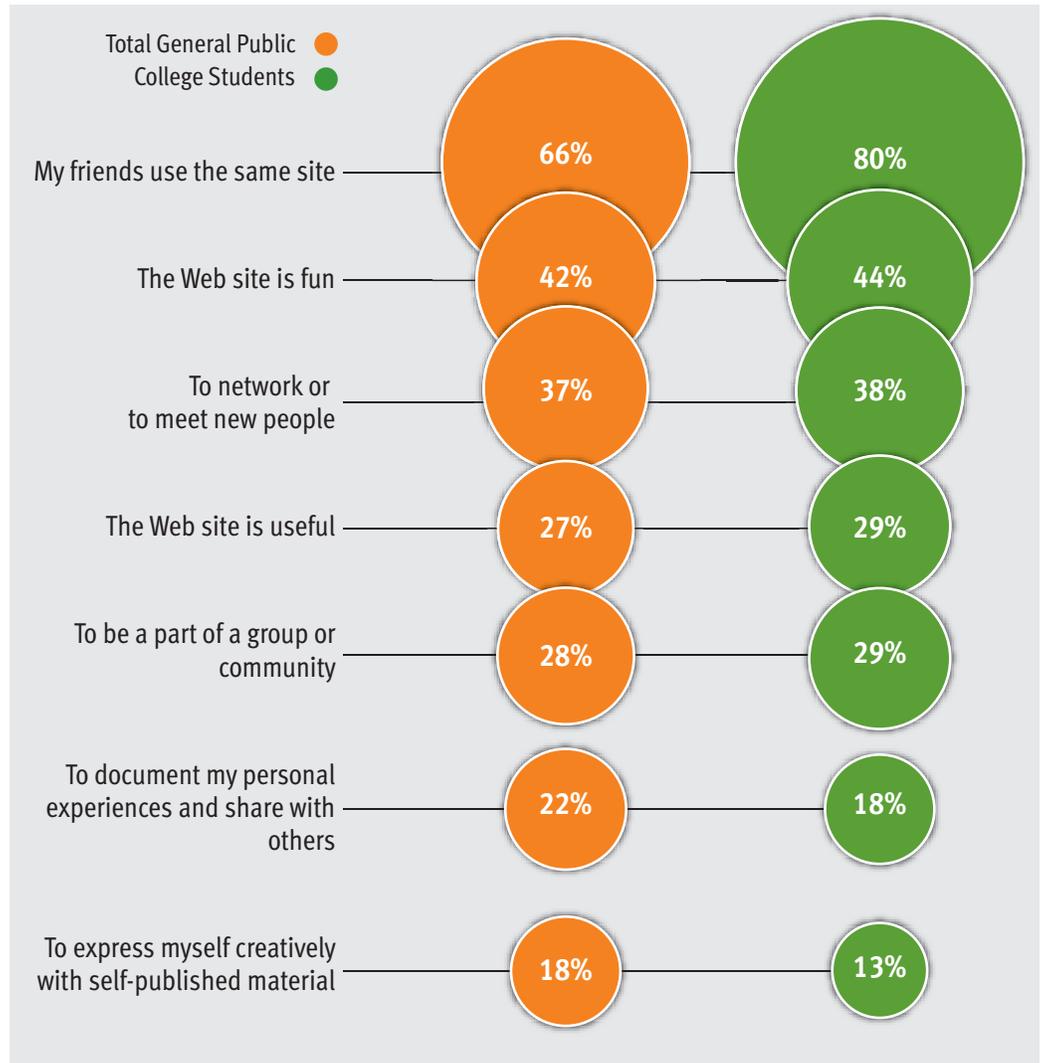
Base: Respondents who have used a social networking site.

80%
of college students who use a social networking site do so because their friends are there.

I'm not trying to meet new people, I'm just maintaining friendships with people that I know in person.

25-year-old undergraduate student from the U.S.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 975, "Why do you prefer to remain anonymous on social networking Web sites?"



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 626.

It's like economies of scale. When you pick up the telephone to call, you're only talking to one person, but when you go online, you can have multiple conversations in the same amount of time.

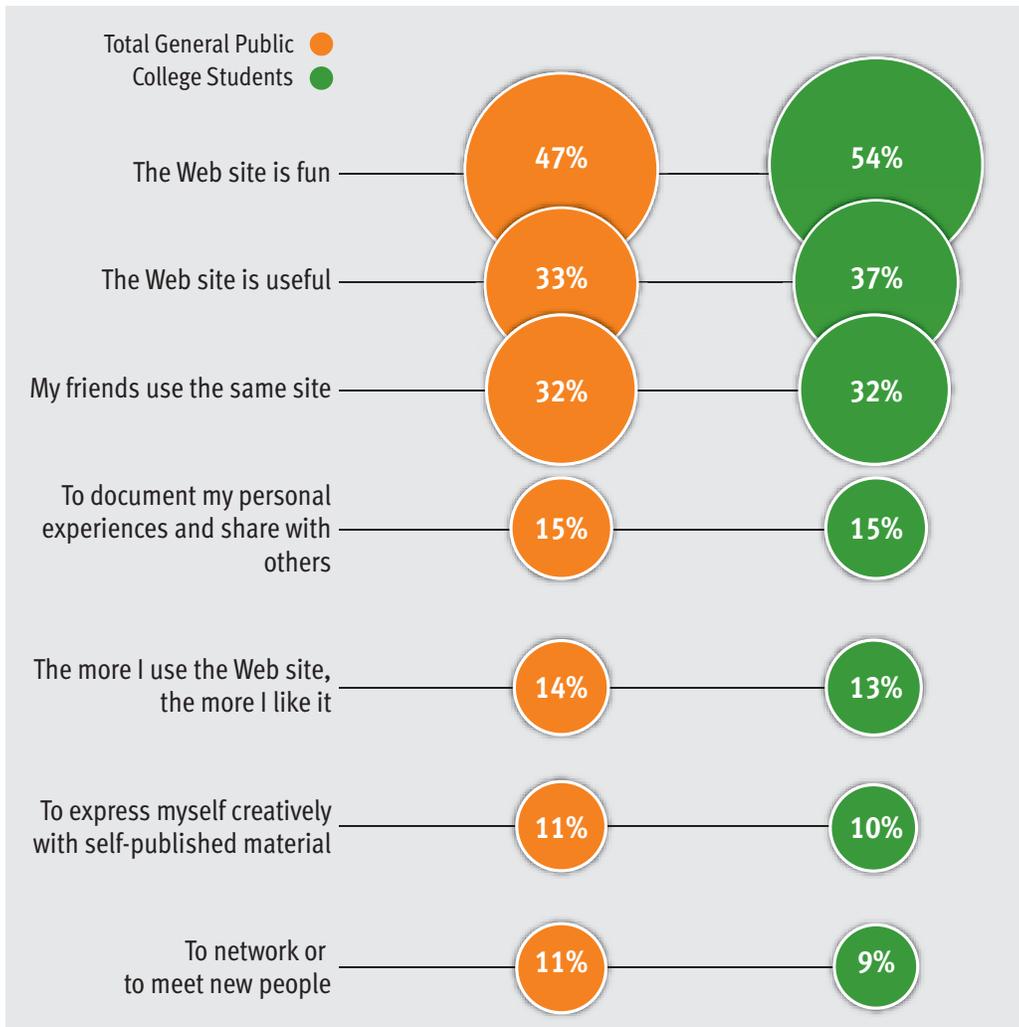
Undergraduate student from Canada

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, discussion group.

Why Students Use Social Media Sites

Which of the following describe why you use your preferred social media Web site(s)?

Base: Respondents who have used a social media site.



84%

of college students have used YouTube in the last 12 months.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 730.

66% of college students have browsed for or purchased books online, compared to 56% of the total general public.

Privacy, Security and Trust—College Students

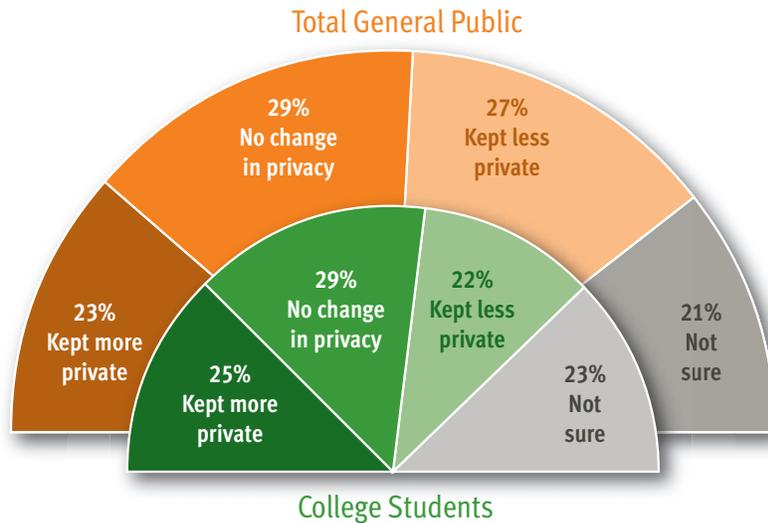
There's a sort of **fluid scale** (about privacy) that you have to keep in mind as you fill out online applications. How important is this service or product to me ... they're asking "this much" information from me. **Is it worth it?**

Undergraduate student from Canada

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, discussion group.

Perception of Internet Privacy

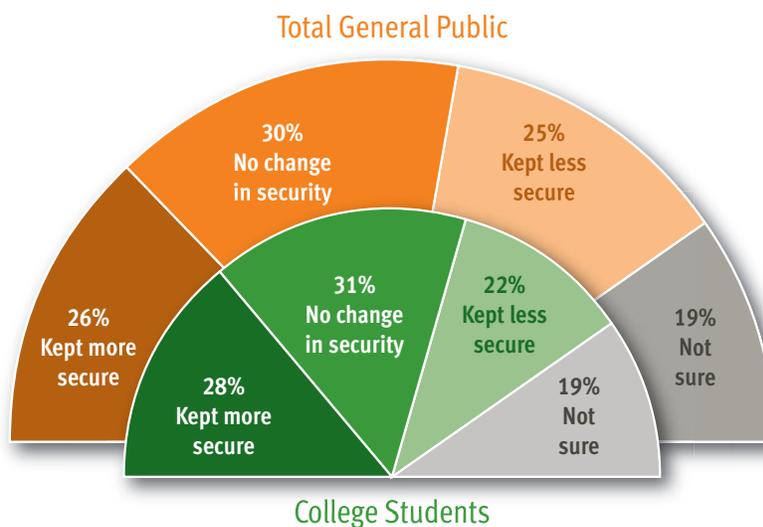
Generally, do you think that your personal information on the Internet is kept more private than, less private than, or the same as it was two years ago?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 930.

Perception of Internet Security

Generally, do you think that your personal information on the Internet is kept more secure than, less secure than, or the same as it was two years ago?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 935.

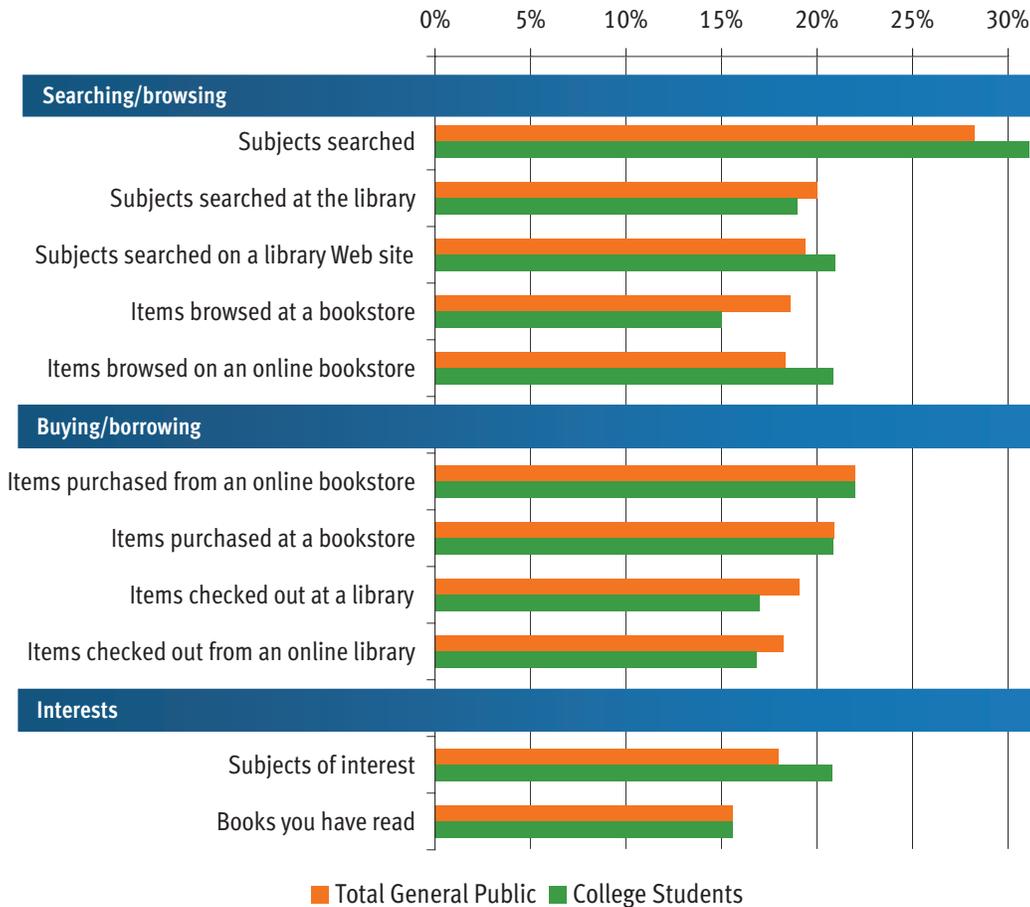
54% of college students feel the Internet is as private or more private than it was two years ago;

59% as secure or more secure.

Privacy of Browsing/Searching Activities

Please rate how private, if at all, the following information is to you.

Note: The chart shows the *extremely private* and *very private* responses.



College students feel that items browsed/purchased at a bookstore or online are at least as private as items browsed or checked out at the library or a library Web site.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 911.

Students and Trusting Who They Meet on the Internet

In general, when using [social networking, social media and/or library Web sites], how frequently do you trust the people you meet?

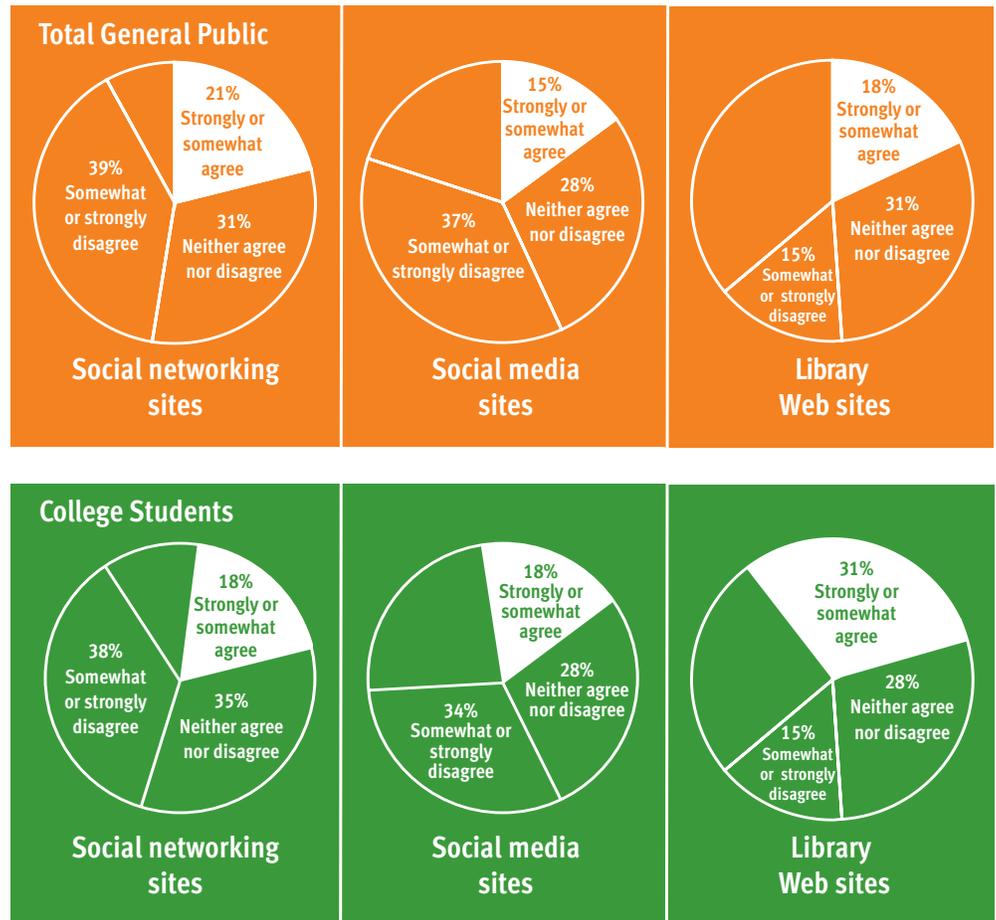
Base: Respondents who have used a social networking site, social media site and/or the library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.

College students are slightly less likely than the total general public to trust those they meet on social networking sites.

trust

そこにいる人たちをまったく信用できないから。他人と交流する必要がないため。



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1086.

[Because I absolutely do not trust the people in there. Since there is no need to exchange with strangers.]

20-year-old junior college student from Japan

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1015, "Why do you prefer to remain anonymous on social media Web sites?"

I trust (social networking sites) because they give you the option of blocking whoever you want ... you can block specific people. It's totally up to you how much information you want online.

Undergraduate student from Canada

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, discussion group.

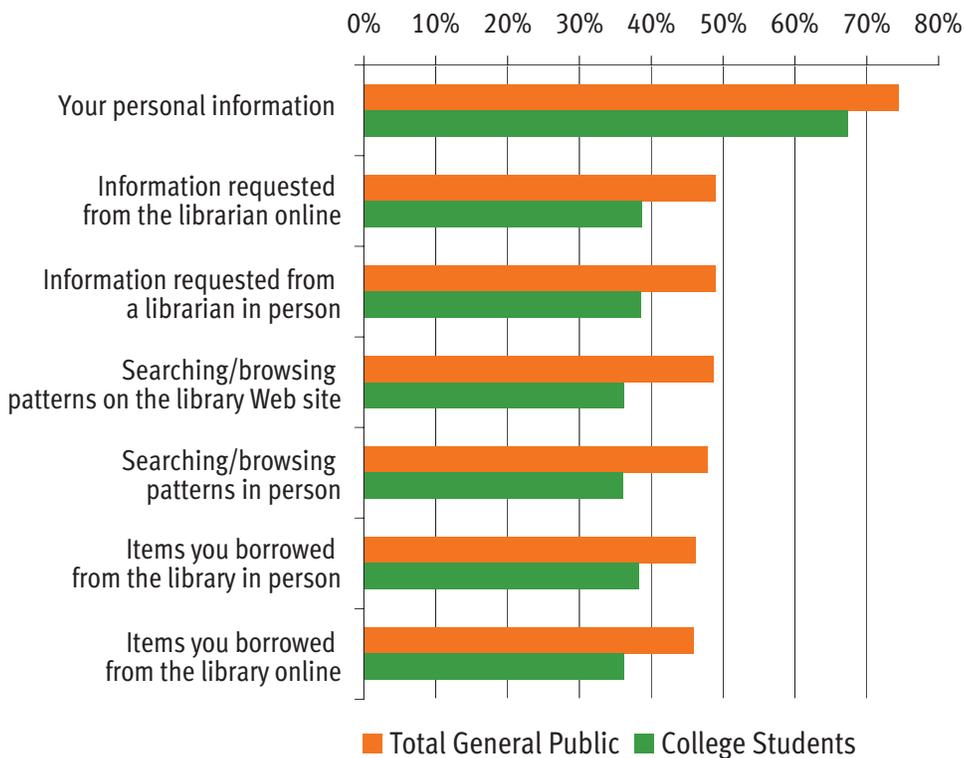
Libraries, Students and the Social Web

Importance of Keeping Library Information Private

In thinking about privacy, how important, if at all, is it to you that the library you primarily use would keep ... private?

Base: Respondents who have used the library in person or online.

Note: The chart shows the *extremely important* and *very important* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1076.

When you go into (a database) and look for a specific journal (the library system) doesn't let you put it in your favorites, which is so annoying.

Graduate student from Canada

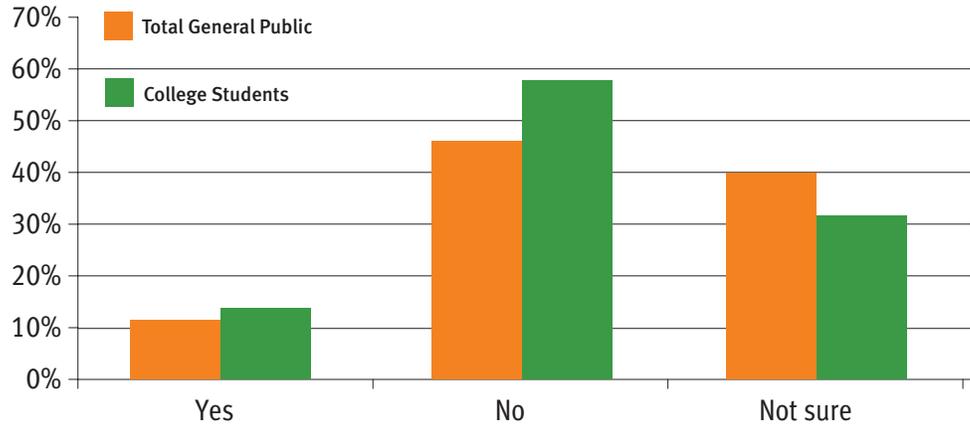
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, discussion group.

College students are less likely than the total general public to feel it is very important to keep library information private.

Library Social Networking Sites

Do you think it should be the role of the library to build social networking sites for your community?

Base: Respondents who have used the library in person or online.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1100.

Just **13%** of college students think libraries should build social networking sites.

56% of college students use social networking sites.

Library's have that kind of opportunity, but it does not seem like it should be something forced upon the library. Libraries started as places for books, no?

18-year-old undergraduate student from the United States

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1113, "Why do you think that it should not be the library's role to build social networking sites in your community?"

That's just not the library's function. It would definitely be a cool concept, but with so many underfunded libraries, it should not be added to their burden.

20-year-old undergraduate student from the United States

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1113, "Why do you think that it should not be the library's role to build social networking sites in your community?"

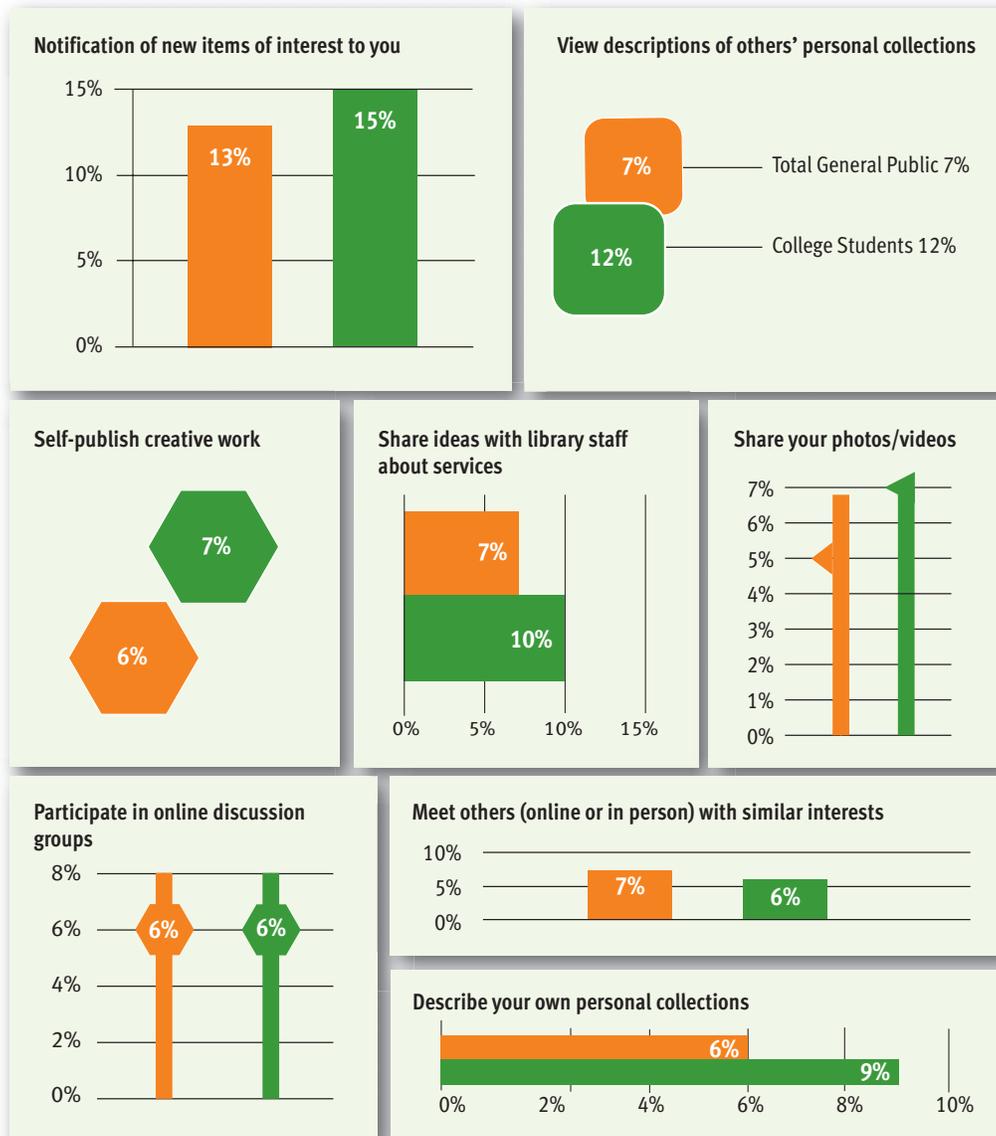
Participation in Library-Hosted Social Networking Activities

How likely would you be to participate in each of the following activities on a social networking/community site if built by your library?

Base: Respondents who have used the library in person or online.

Note: The chart show the *extremely likely* and *very likely* responses.

■ Total General Public ■ College Students



Most college students would be **unlikely** to participate in social networking services offered by a library.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1096.

College Students' Thoughts on Social Networking

Note: All verbatim comments are presented as entered by survey respondents, including spelling, grammatical and punctuation errors.

I reveal more about myself as I get to know people, but a lot of the time random people are looking at my profile and I don't want them to know too much about me.

20-year-old undergraduate student from the U.S.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 975, "Why do you prefer to remain anonymous on social networking Web sites?"

Meinungsaustausch über bestimmte Themen und Bücher [Exchange of ideas about certain topics and books].

17-year-old undergraduate student from Germany

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1112, "Please describe the top two most interesting activities that could be included in a library's social networking/community site."

One of the best benefits of social networking is that they expose you to more people ... all over the world.

Graduate student from Canada

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, discussion group.

it is really no one else's business. not that we have anything to hide, i just feel it is a breach of our privacy.

18-year-old undergraduate student from the U.S.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 915, "Why do you feel that the subjects that you have searched on the Internet are (private, very private or extremely private)?"

there is too much things on the internet now. let the library be a library and thats that!

19-year-old undergraduate student from Canada

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1113, "Why do you think that it should not be the library's role to build social networking sites in your community?"

インターネットの匿名性を信頼して使用している面があるから。

[Because there is a sense that I am using the Internet while putting faith in the Internet's anonymity.]

22-year-old undergraduate student from Japan

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 915, "Why do you feel that the subjects that you have searched on the Internet are (private, very private or extremely private)?"

le rôle de la bibliothèque est de mettre à disposition des livres articles... pas de mettre les individus en relation [The role of the library is to make books and articles available.. not to connect individuals].

26-year-old graduate student from France

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1113, "Why do you think that it should not be the library's role to build social networking sites in your community?"

