

Project Title: A Nation of Friends: Diffusion of Online Social Networking

Investigator: Cindy Royal

Department: School of Journalism & Mass Communications

Project Summary:

The purpose of this study is to understand the diffusion patterns of online social networks. The past five years have seen the growing popularity of these spaces. Several companies have emerged on the forefront of this phenomenon, attracting millions of users. But, some have waned in popularity. Users, who were once enthusiastically loyal to one site, easily change their allegiances to another. After speaking with multiple students about their social media habits, the PI chose to do a content analysis of social networking sites to understand the diffusion within media. Data has been collected and PI is writing up results for conference submission and publication.

Publications:

NA - plan to submit completed research to conferences and academic journals. Book chapter with Maxwell McCombs from University of Texas in works that references this research.

Presentations:

"Online and Offline Social Networking: Contexts in the Academy," AEJMC, August 2008

"Trends in Social Media," UT ASNE Summer Workshop, 2008

External Grants Applied:

Department research award

External Grants Awarded:

\$500 department award for student worker

Student Number: 1