**Sociology Case Study**

*Whose Space? Differences Among Users and Non-Users of SNS*

**Abstract**

Predict how a person’s gender, race and ethnicity, and parental educational background effect SNS use.

**Introduction**

What is identity construction and expression? How does this contribute to the building and maintenance of social capital?

Find the hypothesis for the study in the first paragraph. Write the hypothesis below:

**Differentiating Types of Internet Users**

“On the internet, nobody knows you’re a dog” suggests your online identity is not representative of who you are. Does the literature support this view or not? Support your answer

How does socioeconomic status help to predict types of internet uses?

What are “capital-enhancing” activities? How does this relate back to socioeconomic status?

**The Challenges of Studying SNS Adoption**

“It is more customary to ask about the topics people encounter on websites than to inquire in detail about the particular sites and communities in which people may be participating.” Does this add credibility and significance to the study? Why?

Why are large-scale questionnaires not relevant to this study?

Why are college age students ideal for this study? List the reasons.

**Method**

Why was the University of Illinois, Chicago chosen for the study?

How can you apply this idea to your own social research?

Describe the two ways bias was eliminated from the study.

Out of the 1,060 students included in the study, what are the percentages for the following:

* Female
* Male
* Parents highest level of education: High School
* Students who drop out of college after the first year

What creates the “digital divide?”

**Findings**

What percentage of students use at least on SNS often?

What is the most popular SNS?

Look at the data from Table 3.

* Using the data provided how does AGE affect SNS usage?
* How does RACE and ETHNICITY affect SNS usage?
* How does PARENT’S LEVEL OF EDUCATION affect SNS usage?

**Discussion**

Why is it “reasonable to expect that students from similar backgrounds might migrate toward the same services?”

What are the factors behind the assumption that students who live at home are less likely to use Facebook than those with roommates or live on their own?

**Conclusion**

What is the relationship between gender and SNS use?

What is the relationship between race and ethnicity and SNS use?

What is the relationship between parental education and SNS use?

What important points can you make from the last paragraph of the Conclusion?