

**DIFFERENCES IN FACEBOOK ASSIMILATION AND RELATIONSHIP MANAGEMENT BETWEEN
TRADITIONAL AND NONTRADITIONAL UNDERGRADUATE ACCOUNTING STUDENTS**

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ABSTRACT

Since its founding in 2004, Facebook has become the object of many investigations exploring a diverse set of issues. In this study, conducted at an HBCU, we examine Facebook use by undergraduate accounting students. We investigate how Facebook is assimilated into the lives of accounting students, how they use Facebook to satisfy social needs, and how these uses differ between traditional and nontraditional students. We find significant differences between traditional and nontraditional accounting students in terms of Facebook assimilation and in the use of Facebook for social outreach and social maintenance.

Keywords: *Social Networking, Social Capital, Social Outreach, Social Maintenance, Facebook Assimilation, Traditional Students, Nontraditional Students*