

FACEBOOK ATTITUDES AND USAGE: COMPARING ACCOUNTING AND MIS STUDENTS

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dx.doi.org/10.18374/JABE-14-1.3

ABSTRACT

From its origins in 2004, Facebook has grown to become one of the world's leading social networking sites. It is pervasive in students' lives and can impact their academic careers in a variety of ways. However, little research exists evaluating the potential use of Facebook as a learning resource in an academic setting. An early step in this direction is to gain an understanding of how different student groups use Facebook. This study contributes to the process by examining the use of and attitudes toward Facebook of two groups of students—Accounting and MIS (Management Information Systems) majors. The findings indicate that compared to Accounting majors, MIS majors are more likely to use Facebook to communicate with other students about a course and to communicate with professors.

Keywords: *Accounting, Attitudes, HBCU Students, Facebook, Computer-aided Instruction, MIS, Social Networks, Instructional Technologies*