

# TRENDS

in Society and Information Technology

## 2011-2012 Seminar Series



**CLIFF LAMPE, University of Michigan**

**“Incidental Information Seeking on Facebook: Social Capital and Information Behavior”**

Friday, November 4, 2011

3:00 to 4:00 p.m.

6011 Donald Bren Hall

Free and open to the public; no RSVP required.

**ABSTRACT** Facebook may help facilitate people’s access to information by connecting them to a diverse network of colleagues who can provide novel resources. This talk will cover how adult users of Facebook feel the site is useful for their information seeking needs, how social capital relates to information seeking behaviors on the site, and the network structures that exist between people who ask questions and answer them. Findings are based on a multi-stage research project involving adult staff members at a large university.

**BIO** Cliff Lampe is an assistant professor in the School of Information at the University of Michigan. Recently, he has also worked as an assistant professor at Michigan State University. Lampe studies how online communities are designed and used, especially in the context of collective action. In his work he both studies existing sites and creates new sites. He has a Ph.D. in Information from the University of Michigan.

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