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INFORMATION TECHNOLOGY IN A GLOBAL SOCIETY
HIGHER LEVEL AND STANDARD LEVEL
PAPER 2

Friday 15 November 2013 (morning)

1 hour 15 minutes

ARTICLE

INSTRUCTIONS TO CANDIDATES

- Do not open this booklet until instructed to do so.
- This booklet contains the article required for information technology in a global society higher level and standard level paper 2.

Theme: Education and training

IT system: social networking websites used by university admissions officers to access student information

According to a recent survey by Kaplan Test Prep, 24 % of university admissions officers have said they use *Facebook* and other social networking websites to investigate a student who is applying for
5   admission, called an "applicant". Twenty percent of the university admissions officers have used *Google Search* to conduct additional searches about applicants.

Increasingly, universities are becoming interested in an applicant's "digital footprint". A "digital footprint" refers to the online evidence that the student leaves behind whenever they are involved in any online activities.

10   Students can also use social networking websites, such as *Facebook*, to highlight their achievements. This has worked for applicants to Wake Forest University who have increased their chances for admission by posting their projects and work on *Facebook* for universities to view.

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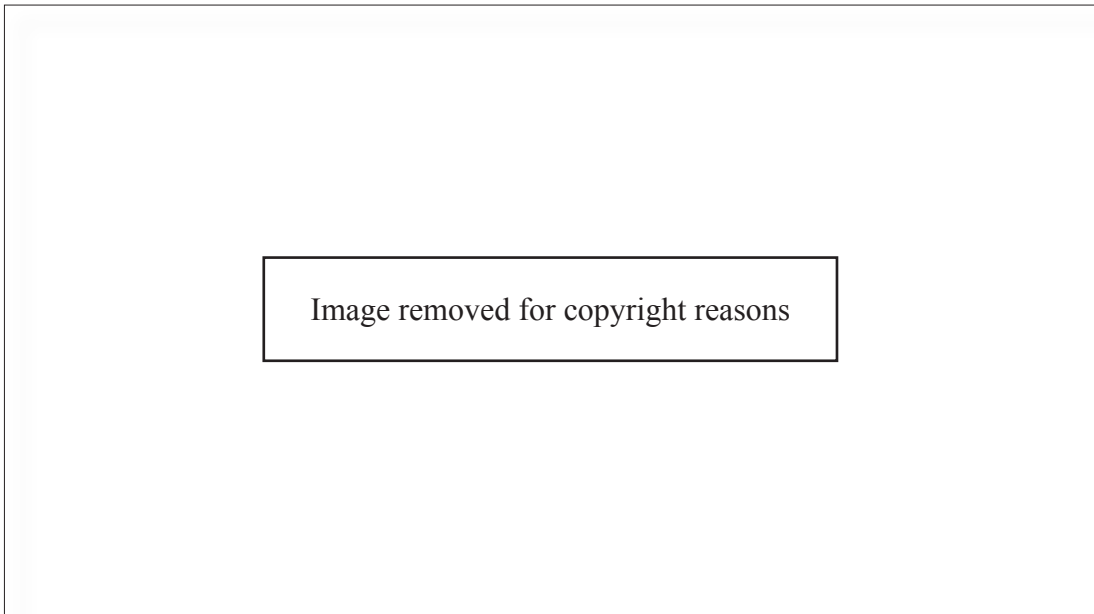
[Source: http://www.foxbusiness.com/personal-finance/2011/03/23/attention-college-applicants-admissions-
facebook-page/
'Attention College Applicants: Admissions Can See Your Facebook Page'
By Emily Driscoll
March 23, 2011]

Many universities have not developed policies for using an applicant's "digital footprint" when selecting future students. However, Martha Allman, who is the Dean of Admissions at Wake Forest
15 University, uses *Facebook* profiles to get to know applicants prior to an admissions interview, so that she can get a sense of "who the student is". This includes reviewing grades, essays and whatever information she can find. The interview is, in most cases, the last stage that determines whether a student is admitted to the university or not.

The University of Iowa's Tippie School of Management received lots of attention because of a
20 practice that they used with applicants. They decided to award a full scholarship to the best 140-character message (*Twitter* tweet) explaining why an applicant wanted to attend the university. Tippie School encouraged applicants to include links to blogs, *Facebook* pages, and other social networking websites in the message (tweet). What they did not tell applicants was that by applying for the scholarship, they would also reveal their *Twitter* user name and links to other personal social
25 networking websites to the university admissions officer.

Twelve percent of university admissions officers told Kaplan Test Prep that the information that they found on social networking websites hurt an applicant's chance for admission, especially when it involved the use of bad language in postings, evidence of inappropriate activity in photos, plagiarism in essays, or evidence of illegal activity. Students applying to university need to consider
30 carefully how the information that they have posted on social networking websites, and information that others have posted about them, may impact their chances for admission.

[Source: http://www.good.is/post/college-admissions-officers-are-definitely-checking-your-facebook-page/, 22 October 2011;
'College Admissions Officers Are Definitely Checking Your Facebook Page'
http://www.pcmag.com/article/print/261151, 20 October 2011;
http://www.usnews.com/education/best-colleges/
articles/2011/10/10/college-admissions-officials-turn-to-facebook-to-research-students, 19 October 2011]