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# The Nursing Shortage: a Fresh Perspective

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**Regis University**  
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THE NURSING SHORTAGE: A FRESH PERSPECTIVE

by

Mary K Wallenburg

A Master's Thesis Presented in Partial Fulfillment

Of the Requirements for the Degree

Master of Science, Health Service Administration

Regis University

December 2008

**FINAL APPROVAL OF MASTER'S PROJECT**  
**HSA696 MASTER'S THESIS**

I have **READ AND ACCEPTED**

the Master's Thesis by:

Mary K Wallenburg

The Nursing Shortage: A Fresh Perspective

Submitted in partial fulfillment of  
requirements for the  
Master of Science in Health Services Administration  
degree at  
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Primary Research Advisor: Maureen McGuire PhD

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## Abstract

The current nursing shortage in the United States has the potential to become a major public health crisis (US Department, 2004). In recent years, a trend has developed that demonstrates a lack of interest on the part of young adults aged fifteen to eighteen years old towards nursing careers (Hoke, 2006). This research examines the attitudes and perceptions of young people, aged fifteen to eighteen years old; towards the field of nursing.

The Methodology used to answer the research question was a survey tool developed by the author. The survey was created using the survey development site, Zoomerang®. Following IRB approval, the survey was piloted and then made available to the target population via the social networking site, Facebook®.

Descriptive statistics were run on the 223 total responses received. The results of the survey suggest that students in the target population have a positive view towards nursing and may see it as a very lucrative career option; however, it does not seem as if they are being provided with the necessary information they might need to make the decision to become a nurse.

The methodology for this study was very effective and provides a great opportunity for future research to be done. The hope is that this study will open doors for additional research to be done in the future, and that it will also spark an interest and possibly change the way that administrators and others think about and act upon recruiting young people towards the profession. Providing students with the necessary information and resources to make career decisions will impact the lives of future generations for many years to come.

## Table of Contents

Chapter 1: Introduction.....	1
Current Shortage.....	1
Recruiting and Contributing Factors .....	2
Affect on Healthcare Administration.....	3
Chapter 2: Literature Review .....	5
A Fresh Perspective .....	5
Perceptions of Nursing Careers.....	6
Aging Population.....	7
Marketing the Profession .....	7
Affect on Healthcare Administrators.....	9
Conclusion .....	11
Chapter 3: Methodology .....	12
Sampling Strategy .....	12
Study Design .....	13
Survey Design .....	14
Validity and Reliability.....	14
Chapter 4: Results .....	17
Demographics .....	17
Reliability.....	19
Inferences.....	20
Additional Questions .....	25
Purpose of study .....	27
Relationship to previous research.....	27

Demographics of sample.....	28
Study Limitations and Opportunities .....	29
Impact on Healthcare Administration.....	30
Conclusion .....	31
References.....	33
Appendix A.....	38
Appendix B .....	39
Appendix C.....	46
Appendix D.....	58
Appendix E .....	60
Appendix F .....	61
Appendix G.....	63

## Chapter 1: Introduction

### *Current Shortage*

It is estimated that there are approximately 2.9 million registered nurses among the population of the United States (American Association of Colleges of Nursing (AACN) , 2007). According to the latest projections made in November 2005 by the U.S. Bureau of Labor Statistics, more than 1.2 million new and replacement nurses will be needed by the year 2014. It is also projected that 703,000 new RN positions will be created through 2014; causing nursing jobs alone to account for more than two-fifths of all new jobs in the health care sector (U.S. Bureau, 2005).

The current nursing shortage in the United States has the potential to become a major public health crisis (US Department, 2004). The shortage is more significant than ever before due to a number of contributing factors. These include an aging population, fewer workers entering the workforce, an aging workforce, a noticeable inequality of diversity in the workforce, more career options becoming available for women, the generation gap, and poor work environment conditions (Kimball & O'Neil, 2002). Although there are many contributing factors to the shortage, a few of them cannot be specifically controlled or changed. Those that cannot be changed include: an aging population, an aging workforce, and the great deal of options becoming available to women. These three factors are inevitable because neither the age of the population nor the age of workforce can be controlled, and as long as other professions continue to welcome women, they choose these options (Kimball & O'Neil, 2002).

The purpose of this study was to examine the attitudes of young adults towards the field of nursing. The research question is: what are the perceptions of 15-18 year olds toward nursing careers?



### *Recruiting and Contributing Factors*

Nurses who are currently practicing have begun to retire and the numbers of graduating and new nurses coming into the profession falls considerably short in relation. As those who are in the workforce continue to age without the promise of any future relief, they begin to feel the effects on their body. The physical demands and stress on one's body as a nurse generally allows most nurses to practice only into their early 50's before retiring (AACN, 2007). According to the Federal Division of Nursing, in 2004, the average age of the RN population was 46.8; in the year 2000, the average was 45.2 (U.S. Census Bureau, 2001). This presents a significant problem as this number continues to increase year after year (U.S. Census Bureau, 2001). If this trend continues, the average age could reach 50 by the year 2012, and could reach 53.2 by the year 2020. The aging of the nursing workforce places an emphasis the need to recruit young adults into the nursing field.

Factors contributing to the current nursing shortage include:

*Fewer workers*-fewer people are actually entering the workforce. As a result, it becomes harder to find workers who are skilled, willing, and able to perform the functions of a job to the very best of their ability (Kimball & O'Neil, 2002).

*Inequality of diversity*- the U.S. population is becoming more and more diverse as time goes on. However, within the nursing profession a reflection of this diversity is not seen, but rather the nursing profession is seeing fewer and fewer individuals among minority groups getting involved in nursing (Kimball & O'Neil, 2002).

*The generation gap*- the generation of today, "Generation X", finds the profession of nursing to be less appealing than in years past. While nursing used to be a "women's profession", it has

become friendly and welcoming to both genders, but still without any sort of equal employment on the part of each sex (Kimball & O'Neil, 2002).

*Work environment-* because the demands that are made on nurses today are greater than in years past, the nursing profession itself loses a small amount of appeal. One might ask “why would I choose to be a nurse, when I could choose to take a number of career paths that include fewer demands and higher pay?” (Kimball & O'Neil, 2002).

#### *Affect on Healthcare Administration*

The purpose of this study was to examine the attitudes and perceptions that young adults have towards the field of nursing. Implications of the nursing shortage for hospital administrators are abundant due to several contributing factors, which include increase costs and reduced employee productivity (Vonfrolio, 2006). These costs are abundant and can be contributed to various human resource related reasons as they create a domino effect within an organization. According the Journal of Nursing Administrators, the costs of turnover for one RN, in a single year are anywhere from \$62,100 - \$67,100 (Vonfrolio, 2006). This figure is obtained by factoring in necessary expenses like employee turnover, employee benefits, overtime pay, and costs from medical errors (Vonfrolio, 2006) Other non apparent costs include a reduction of employee productivity from a poorly staffed and overworked labor force. What is even more detrimental is how one out of three nurses have cited interest in pursuing different jobs within the next year, because of the consistent required overtime. (AACN, 2007). Medical errors are another significant factor, which has been increasing over the past several years due to a poorly staffed workforce. With nurses working extended hours to cover necessary shifts, medical accidents have increased significantly. Unfortunately, for administrators, it is going to be very challenging to remedy this problem without hiring additional nurses. Medical mistakes, low

employee morale, and low productivity, can also greatly affect the providers image in a negative way. This negative public image can greatly deter potential patients, which will have a significant effect on patient volume. This then causes administrations to refocus their attentions on marketing and public relation issues to try and recoup their patient volume.

The nursing shortage also affects healthcare administrators in that as the shortage continues to worsen, it has the potential to become a major public health crisis (US Department, 2004). Nurses are part of the front lines of hospitals, clinics, physician's offices and are vital to the proper provision of patient care. They are an essential part of every patient care setting imaginable. If the supply of nurses continues to become more inadequate, the nation will no longer be able to provide access to affordable, high-quality healthcare (Kenney, 2001).

In areas that the shortage is severe, hospitals may be required to turn patients away due to restrictions on nurse to patient staffing ratios, and in an emergency, this can often mean something as serious as loss of life or limb. This creates a huge burden for the administrators in that they must compete with other hospitals and agencies for staff, which in turn drives up costs (Vonfrolio, 2007). If the shortage continues at this pace, administrators will have no choice but to call on the help of individuals who may not be willing, able, or properly trained to do the job, such as physical therapists, nurse's aides, etc., to get the job done (Vonfrolio, 2007).

## Chapter 2: Literature Review

### *A Fresh Perspective*

The purpose of this study was to examine the attitudes of young adults towards the field of nursing. In recent years, a trend has developed that demonstrates a lack of interest on the part of young adults aged 15-18 towards nursing careers (Hoke, 2006). In order to determine if this lack of interest does in fact have an affect on the nursing shortage, a survey design was used to study attitudes of young adults in this particular age group.

The nursing shortage is as acute today as it has ever been, and not only is there no relief in sight, but circumstances continue to worsen. According to the U.S. Bureau of Labor Statistics, more than 1.2 million new and replacement nurses will be needed by the year 2014; causing nursing jobs alone to account for more than two-fifths of all new jobs in the health care sector (U.S. Bureau, 2005). In order to address this issue, a survey design was chosen to study the attitudes and perceptions of young adults aged 15-18 towards the profession of nursing.

Many issues together comprise the current shortage. An aging population is a significant contributor to the problem for a couple of different reasons. First, as the population ages, so does the average age of nurses serving the population. According to the Federal Division of Nursing, in 2004, the average age of the RN population was 46.8; in the year 2000, the average age was 45.2 (US Census, 2001 & US Bureau 2005). Second, projections reported by the Journal of Nursing Administration indicate that “Nurses 40 years and older comprise more than one-third of the healthcare workforce, and in just 3 years, 40% of all registered nurses will be older than 50 years, setting the stage for a wave of retirements” (Larkin, 2007). As current nurses continue to age, there is a need for younger people to be recruited into the field; however, in order to effectively recruit, we must find out what the attitudes and perceptions of these young adults are

towards nursing careers. For these reasons, the approach was taken of researching attitudes and perceptions of young adults. If these young adults do in fact hold negative views towards the nursing profession, perhaps these views can be changed, an interest in the field among young people may be sparked, and some progress may be made in solving a portion of the problem.

### *Perceptions of Nursing Careers*

A study done by the Journal of Advanced Nursing to determine perceptions of nursing work environment and satisfaction found that nursing school students were extremely pessimistic about the job, even before they were actually in it (Dodds, 1991). It is not very encouraging to see that nursing students have negative attitudes towards the job, before even taking their first job as a nurse.

According to a focus group study reported in the Journal of Advance Nursing, “By the time students enter middle and high school they already have rejected most jobs on the basis of perceptions. However, it is important to note that the study showed the majority of students don’t reject nursing; they simply do not give nursing any consideration” (Hemsley-Brown, 1999, 1). This fact makes it vital to positively influence kids early on, and shows the importance of the need to recruit at a young age. Because decisions about career choice are made at such an early age, recruitment will not be easy by any means. Many times the decision is based on stereotypes and idealized images, without a thorough knowledge of available opportunities (Hoke, 2006).

The “generation gap” is another significant contributor to the current shortage. The current generation is making decisions that prove that their values and beliefs differ from that of their parents’ and previous generations (Hemsley-Brown, 1999). Women graduating from high school in the later part of the 1980’s and 1990s were 35% less likely to become RN’s compared to women in the 1970’s (Vargo, 2000). This is partially due to the fact that women of today have

far more career options than they have had in the past. In addition to other professions enticing women, many women see medicine as a more lucrative career option (Mason, 2003).

### *Aging Population*

There are a couple of ways in which the aging population is contributing to the shortage. This first of which is the increase in the average age of nurses. The average age of nurses in 2001 was 45.2 years; by 2004, the average age of RNs had climbed to 46.8 years, the highest average age since the National Sample Survey of Registered Nurses was first published in 1980 (US Department, 2001, US Bureau 2005). The average age is increasing at more than twice the rate of all other occupations in the US workforce, with the number of nurses under age 30 decreasing by 41% within the last 15 years (US Department, 2001).

It was projected that by 2005, more than one-third of nurses would be baby-boomers themselves, and many will have reached the age of 55, which is historically where they begin to withdraw from the labor force (LaDuke, 2001). This was found to be true by a study done in mid 2007, which confirmed that nurses 40 years and older comprise more than one-third of the healthcare workforce, and in just three years, 40% of all registered nurses will be older than 50 (Larkin, 2007).

### *Marketing the Profession*

In addition to the age increase that is being seen among nurses, the literature also illustrates other age related problems that are being foreseen. The steadily aging workforce that is not being replaced by new individuals interested in pursuing nursing as a career is a key factor causing the shortage (Kenney, 2001). This poses a significant problem in that within the next 5 years, close to half of the nursing workforce will likely be retiring (Stedman, 2007). What is

worse is that despite efforts on the part of academia, the numbers of nurses that are being trained to replace them are nowhere near adequate (Peterson, 2001).

Currently, the ratio of RNs in their 40's who typically have been in the field for longer and hold more experience, to RNs in their 20's who are new college grads, is four to one (Hader, 2006). It is very important that as these nurses retire, the knowledge they possess must be passed on; if nurses and their experience walk out the door, the nursing profession, the healthcare system, patients, and families will suffer (Larkin, 2007). It has been said that a wise idea might be to consider ways in which these nurses may be effectively retained in the workforce for slightly longer than a typical individual might be. If this is to be considered, strategies should be considered to accommodate for older RNs susceptibility to neck, back and foot injuries and their potential reduced capacity to perform some of the physical tasks required (Kenney, 2001).

Because of the increased amount of nurses both retiring and preparing to retire, paired with the decreased amount of nurses graduating and entering the profession, there are incentives to boost these numbers. Within the literature, it was found that there is a need to educate young people to become nurses so that when they are older they have options to practice not only as a nurse, but possibly as a nurse educator (AACN, 2008). Ideas include moving nursing graduates through graduate studies soon after their undergraduate work is completed, as well as identifying options available within the field that are beyond entry-level, such as faculty, researcher and administrator (AACN, 2008).

Upon educating young people to become nurses, one must also contemplate questions such as how will we attract the new graduates to our facility, how will we keep turnover rates of these new graduates low, and what can we offer to make ourselves stand out? According to the literature, there is a major demand for scholarship opportunities for those either working towards

or contemplating a nursing career, as well as a demand for other incentives such as tuition reimbursement for time served, paired with the offer of a job waiting immediately upon graduating (Smith, 2005). Depending on what a facility or more specifically an administrator can afford, these incentives may or may not be offered, and the degree of significance these incentives have can be heavily varied.

#### *Affect on Healthcare Administrators*

There are many factors that influence the effect of the nursing shortage on healthcare administrators. One factor is increased costs, which includes things such as increased cost of overtime, cost of turnover and cost of medical errors.

Increased cost of overtime is attributed to the shortage in that many nurses that are in the field are having to work a great deal of overtime to compensate for the lack of adequate staffing. This in turn affects job satisfaction of nurses who are working unpaid and longer than agreed hours; however, it is also realized that as the importance of earnings for a nurse's family increases, the less likely a nurse is to leave his or her job (Zeytinoglu, 2006). It is a strong suggestion to administrators to pay attention to employing nurses in jobs they prefer, decrease unpaid overtime, and consider the importance of earnings for them and their families in developing programs and policies to retain nurses (Zeytinoglu, 2006).

Cost of turnover can be dramatic in any field, however, in the field of nursing, it seems even more significant because of the rate at which we see it happen. Vacancy rates for registered nurses currently average about 14% nationwide, and are predicted to rise to 20% by 2010 (Hayes, 2007). Even more alarming is the fact that it is very typical for new graduate nurses to stay in a position for one year and then move on (Hayes, 2007). Many studies have shown that the employee decision to stay or leave is heavily influenced by job satisfaction, and in a field in



which many people are dissatisfied with what they do and the environment they work in, high turnover rates are seemingly inevitable (Stedman, 2007). According to this same study, one in five nurses plan to not just leave their particular job, but to completely leave the profession within the next five years (Stedman, 2007).

On the part of healthcare administrators, it is found that there is a high degree of importance associated with improving nurses' job satisfaction, minimizing turnover, and making positive changes within the work environment, which will all positively influence job satisfaction, thus reducing turnover (Smith, 2005). Job characteristics, management styles, and an emphasis on quality of service were all found to be very important in the overall rating of job satisfaction among nurses (Smith, 2005). Along with the category of job satisfaction, there are other ways in which the attitudes and actions of nurses are influenced while on the job. Another area that is of special importance to administrators is the costs associated with medical errors.

The impact of medical errors is especially significant because of its affect on all those involved, from the patients, to the physicians, to the nurses, and ultimately to the administrators. Although patient safety research is typically focused on the impact of medical errors on patients, it is actually of great concern for nurses and other healthcare providers (Rathert, 2007). Studies have shown that approximately two-thirds of hospital employees worry at least once a day about making a mistake that could injure a patient; compared to a similar study including physicians, who worried regularly about medical errors (Rathert, 2007). Conclusions of the study say that regular worry about medical errors is likely to affect the well-being and satisfaction of health care workers, which demonstrates that there is a need for better understanding of how patient safety is related to professional health care provider outcomes (Rathert, 2007).

### *Conclusion*

With increased cost of overtime, cost of turnover, and cost of medical errors, comes a decrease in employee productivity, job satisfaction, and likelihood that nurses may leave the profession after only a very short time (Stedman, 2007). These issues, as well as those relating to high school student's perceptions of nursing careers, the generation gap, aging population issues, and of course the marketing of the nursing profession to young adults aged 15-18, offer a great deal of insight into the problem at hand. Although there is no quick fix to the problem, this study may provide a fresh perspective on the issue. Therefore, it could contribute to knowledge of the nursing shortage dilemma and point to solutions that could potentially have a very positive impact on the nursing shortage as we know it. There is a shortage, this we know, but in taking a small step towards solving the problem, perhaps the predicted shortage of more than one million nurses by 2014 will not hold true (US Bureau, 2005).

### Chapter 3: Methodology

The purpose of this study was to examine the attitudes and perceptions of high school students, aged 15-18 years old, towards nursing careers.

#### *Sampling Strategy*

The population for this study was male and female high school students, aged 15 to 18 years old, who are residents of the United States. The greatest possible amount of the high school student population of the country of the United States of America was included to ensure generalizability. All individuals aged 15 to 18 who are US residents, have access to the World Wide Web and are members of Facebook® were included. An electronic data collection tool was chosen to appeal to the target generation. A copy of the tool can be found in Appendix A.

The methodology used to answer the research question was a survey tool developed by the author. It was a questionnaire style survey which included four demographic questions, five likert-scale questions and an additional three informational type questions. The purpose of using a large sample was two-fold, first it helped to reduce sampling error and second it helped to increase the external validity of the study. This sample however, relates only to those high school students that are United States citizens, and have access to the World Wide Web, either through their home, work or school.

The procedure for the sample selection was as follows:

The survey was made available online via the interactive portal Facebook®.com. This is a social networking site that was originally formed as a social network only open to college students with a valid university of college (.edu) email address. Over the last couple of years, it has expanded to include all persons over the age of thirteen, and is open to any person of

appropriate age willing to provide an e-mail address and date of birth. The Facebook® Privacy Policy and Terms of Use can be found in Appendices B and C, respectively.

### *Study Design*

An account was created in the survey development site Zoomerang®.com. The survey tool was input into the standard Zoomerang® template and was then piloted to a group of 15 individuals. This was done by sending an e-mail which included a short paragraph describing what was needed from respondents as well as the survey link. The tool was then revised based on feedback received from respondents. Following these revisions, the survey tool was finalized and a page that pertains to the research project was created on Facebook.com®. The survey was included as a link on the page. Also included on this page was general information about the research study and the purpose of the survey, as well as a copy of the informed consent form. A copy of the informed consent form can be found in Appendix D. An advertisement was then created within the Facebook.com® site which was specifically targeted to registered members of Facebook.com® who were between the ages of 15 and 18 years old. A copy of the advertisement can be found in Appendix E.

The page was not formed with nurses in mind, as that could attract those who already have an interest in nursing careers which could potentially skew the data. Rather, the page included information about the research project, its purpose, and design. It also included a paragraph explaining that participation was strictly voluntary, as well as all other necessary information for informed consent. Participants were told in this paragraph that by clicking on the survey link, they were choosing to willingly participate in the study. All participants remained anonymous because no identifiable information was included on the returned surveys. There were no benefits or incentives to participate in the research. Surveys results were provided

through the Zoomerang.com® website for compilation of results and findings through the use of descriptive statistics.

### *Survey Design*

The research method for this study was descriptive in nature. The instrument chosen to answer the research question was a survey tool developed by the author. The survey was administered through Zoomerang.com®. The link made it possible for those interested to take a short survey that pertains to careers in nursing. Those interested were given the opportunity to take and submit the survey at their leisure. The tool was piloted to a group of 15 individuals to check for accuracy and ease of reading.

After the survey was finalized and had received approval by the Regis University Institutional Review Board, it was then made available through the Facebook® page to be completed by willing students. The final survey included four demographic questions relating to gender, age, ethnicity, and state of residence; five likert-scale scale questions and an additional three informational type questions. All questions were relating to students thoughts and opinions on nursing careers, what it might be like to be a nurse themselves, and their thoughts on whether or not nurses are respected, and whether or not they believe the career is rewarding. Questions were grouped beginning with the least sensitive questions to the most sensitive questions followed by those relating to demographics.

### *Validity and Reliability*

Validity and reliability was established through the use of a pilot group of individuals. Respondents were given instructions and asked to review and complete the survey for informational purposes only. In addition, they were asked to record the length of time it took them to complete the survey, as well as any additional comments or suggestion that they believe

might be helpful (i.e. were questions confusing, poorly worded, persuasive, was the survey too long, etc).

The Facebook® page was created on July 2, 2008 and was made available to members of Facebook.com® on July 8, 2008. The survey was made available for a period of 29 days from July 8, 2008 through August 5, 2008. The advertisement in Facebook® was run for a total of 22 days from July 15, 2008 through August 5, 2008. Though Facebook.com® users were able to access the survey before the advertising began, the Facebook® page was nearly impossible to find unless one were to stumble upon it. During this time a total of about three responses were seen. This short delay was due to a minor oversight in needing the approval of the ad from Facebook®. Advertising was set up as pay-per-click with a daily limit capped at \$40.00.

Funding of the survey was from a SPARC (Sponsored Projects Academic Research Council) grant through Regis University. SPARC is an academic group that awards monies to both students and faculty members in support of scholarship and research projects. Upon expenditure of SPARC funds and collection of 223 total responses the survey was closed. All data collected in Zoomerang® was downloaded to a document in Microsoft Excel and was stored on an external hard drive. The data will be kept there for a period of five years and will be immediately available only to the researcher, but can be provided in full to any person requesting it.

Descriptive statistics were used to analyze the findings because only the basic findings of the study needed to be described and all that was necessary was a simple summary description of the data collected. According to the Research Knowledge Base “with descriptive statistics you are simply describing what is or what the data shows. With inferential statistics, you are trying to reach conclusions that extend beyond the immediate data alone” (Trochim, 2006). The researcher

was not attempting to reach conclusions, but rather wanted to provide information to be used for possible future research. Descriptive statistics typically include frequencies, ranges, mean, median, mode, and standard deviation calculations.

## Chapter 4: Results

The population for this study included male and female high school students who are residents of the United States and aged from 15 to 18 years old. A total of 223 surveys were completed during the 29 days that the survey was open. Out of the completed surveys, a total of 204 were used for the data analysis as 19 of them were not completed correctly by the respondents.

### *Demographics*

Of the 223 respondents, 86 were male and 137 were female. Though there was a slightly greater response rate from the younger students, all ages were still well represented. There were a total of 60 fifteen year olds, 80 sixteen year olds, 62 seventeen year olds, and 20 eighteen year olds. A breakdown of this information can be seen below in Figures 1 and 2, respectively.

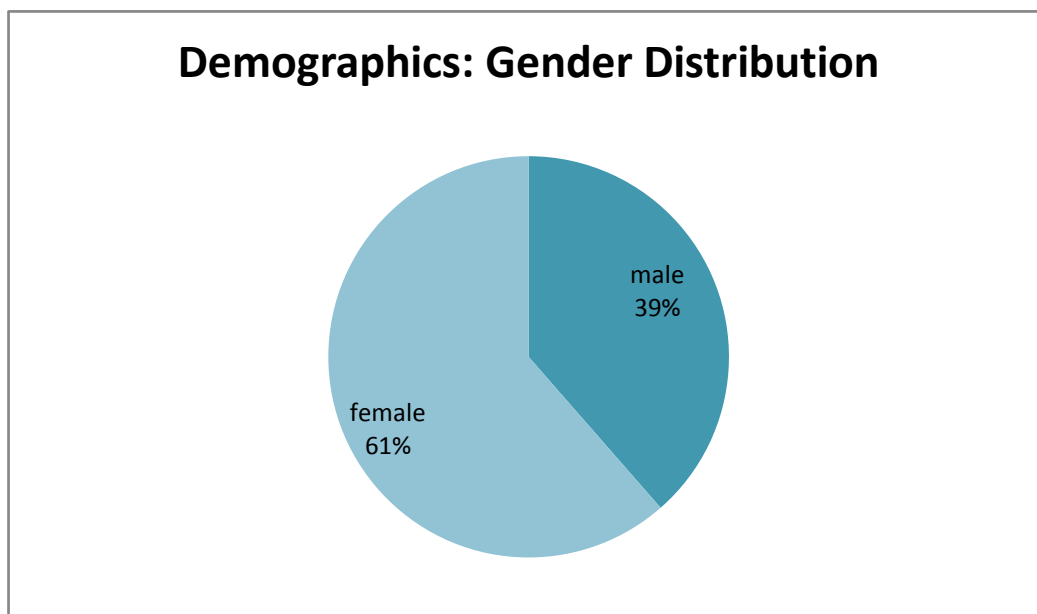


Figure 1

Distribution of Gender Among Respondants



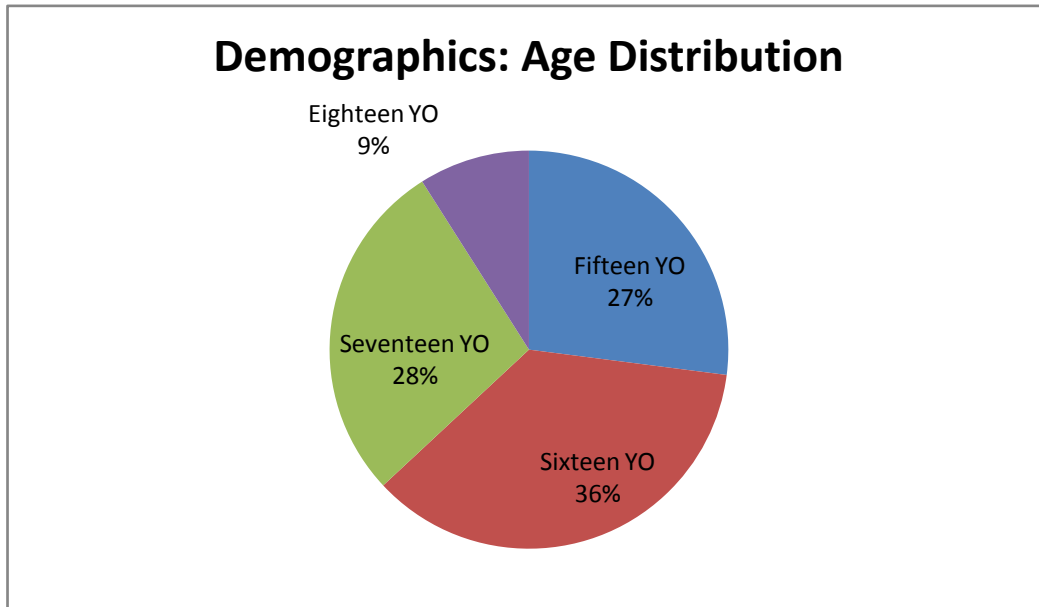


Figure 2

## Distribution of Age Among Respondants

The ethnicity of respondents varied with 74% White, 9% Asian, 6% African American, 4% Latino, 2% Other, and 5% Decline to Answer.

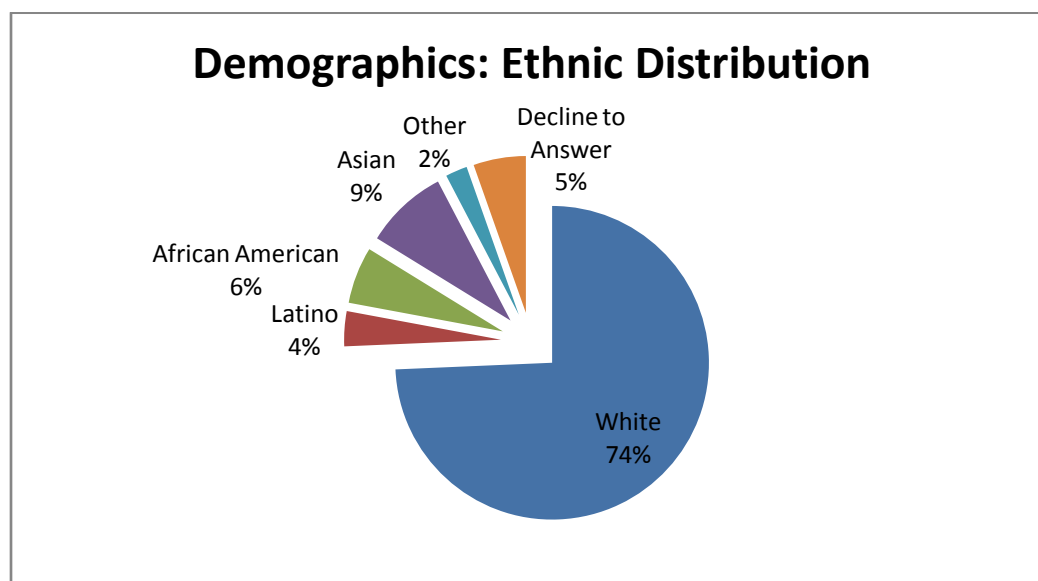


Figure 3

#### Demographic Distribution of Respondants

Of the 50 United States, there were a total of 45 States represented. A breakdown of this can be seen in Appendix F. A complete list of all the questions with responses can be seen in Appendix G.

#### *Reliability*

Reliability of a particular research tool can be assessed through the calculation of Cronbach's Alpha which is a numerical coefficient of reliability (Santos 1999). Reverse scoring was done for questions four and eight; "if your school offered a 2-hour session to describe the benefits and opportunities of nursing, how interested would you be in attending" and "if you were to become a nurse, how do you think that your performance would be". This was necessary due to error in development of the tool. All other questions had responses listed from positive to negative, while these two particular responses had been worded from negative to positive.

A satisfactory value for Cronbach's alpha is typically about 0.70-0.80; however, for clinical significance, alpha should be around 0.90-0.95 (Bland 1997). The Cronbach's alpha for this survey was .731, or 73%. Though this value is not considered to be clinically significant, it is indeed satisfactory and acceptable for first time use of the survey developed by the author and does in fact prove that the tool is reliable (Bland 1997).

Because of the reliability of the tool as well as the high response rate, this data can be generalized to the entire population that was studied which includes high school students who are residents of the United States between the ages of 15 and 18 years old and members of the Facebook® social networking site. Because of the Cronbach's alpha supporting its reliability as a measurement tool, this would be considered a good pilot study. The research project could be administered again with adjustments made to include a greater amount of the population and perhaps even in a paper format for those who do not have access to the World Wide Web.

### *Inferences*

The survey consisted of a total of twelve questions. Five of them were likert scale questions, three additional questions, and the remaining four demographic questions.

The first question, “How are nurses viewed within your community”, was asked for the purpose of finding out how well nurses are respected by the population that was studied. According to the results of the survey, about 47% feel that nurses are highly respected within the community. An additional 46% feel that nurses are somewhat respected. Only a total of about 6% of respondents feel that nurses are not very well respected or not respected at all.

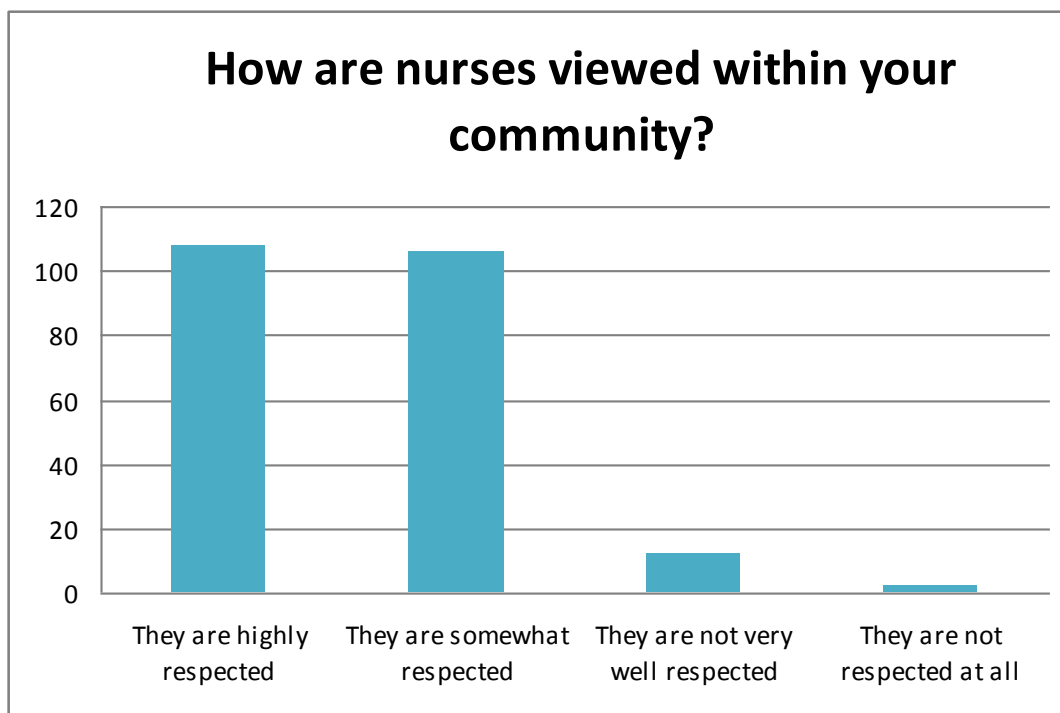


Figure 1

Students Perception of Nurses Within the Community

The second question, “Do you think that nursing would be a rewarding profession”, received a positive response in that 33% of respondents thought that nursing would be a very rewarding profession. An additional 48% thought that it would be at least somewhat rewarding in nature. Only about 15% thought that nursing would not be very rewarding as a profession, and only about 4% thought that it would not be rewarding at all.



Figure 2

#### Nursing as a Rewarding Profession

The third question, “If your school offered a 2-hour session to describe the benefits and opportunities of nursing how interested would you be in attending?” received a mixed response.

Though the response was neither strongly positive or strongly negative, it was still considered to

be important as related to the research question. About 7% of respondents indicated that they would be very interested in attending, while an additional 29% indicated that they would be somewhat interested in attending. About 35% said that they would not be very interested in attending and the remaining 29% indicated that they not be interested at all in attending. Though a greater percentage were not interested in attending, a total of about 82 students of the 223 that responded expressed interest in the idea.

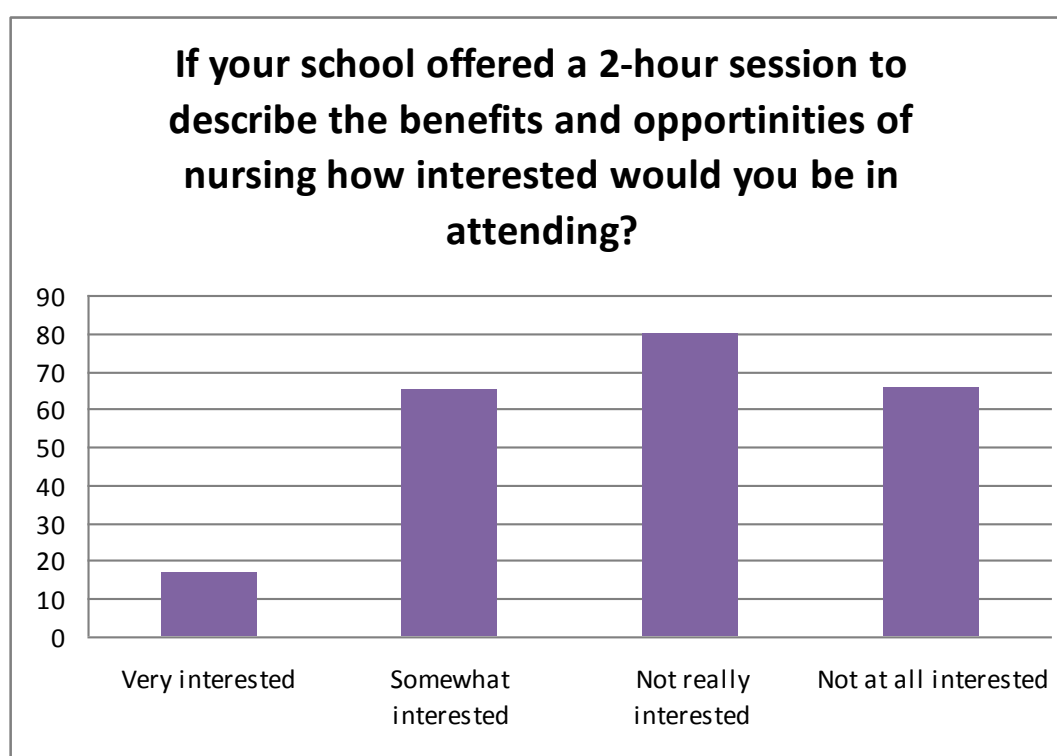


Figure 3

#### Student Interest in School-Sponsored Education Program

The fourth question, “Do you think that you would enjoy a career in nursing”, again received a more mixed response, though it tended to lean more towards the negative, or “probably would not enjoy it” end of things. About 7% indicated that they would likely really

enjoy a career in nursing. About 30% thought that they may enjoy it, while 30% also did not know if they would enjoy it. A total of about 33% indicated that they would definitely not enjoy a career in nursing.

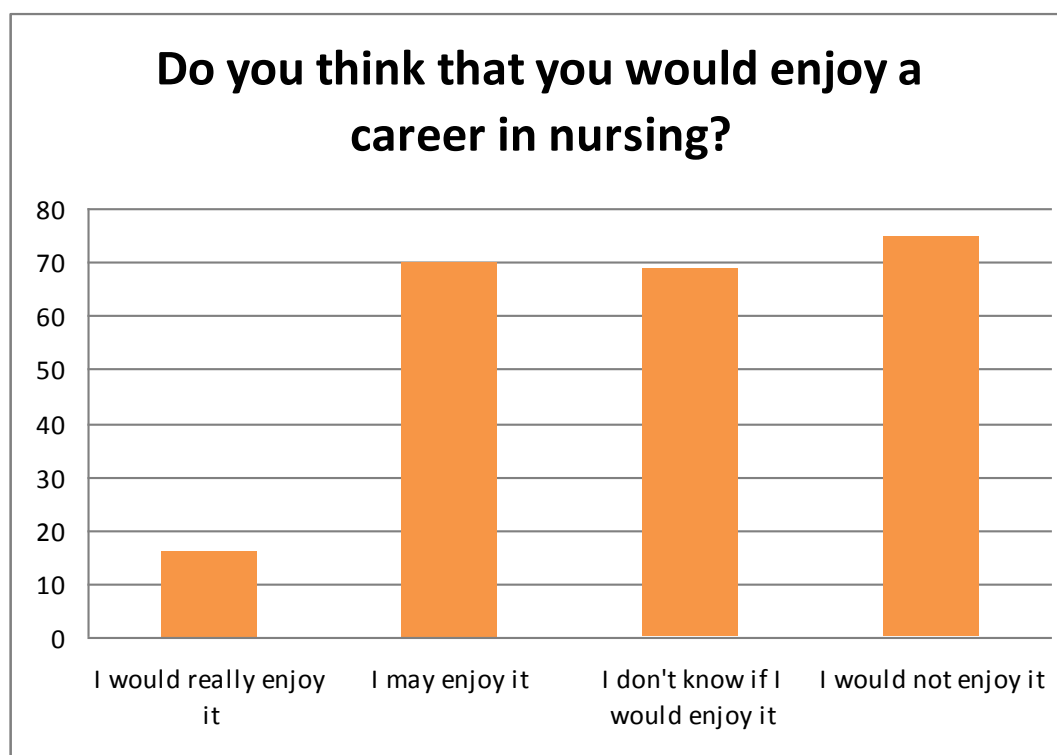


Figure 4

#### Perceived Student Enjoyment of a Nursing Career

The fifth and final likert-scale question, “if you were to become a nurse, how do you think your performance would be”, was asked for the purpose of finding out whether or not students feel that they would be up to the task of nursing. The response was fairly positive in that about 17% of respondents felt that their performance as a nurse would be outstanding, and an additional 47% felt that their performance would be above average. About 29% felt that their

performance would be average, and only 7% indicated that they felt their performance as a nurse would be poor.

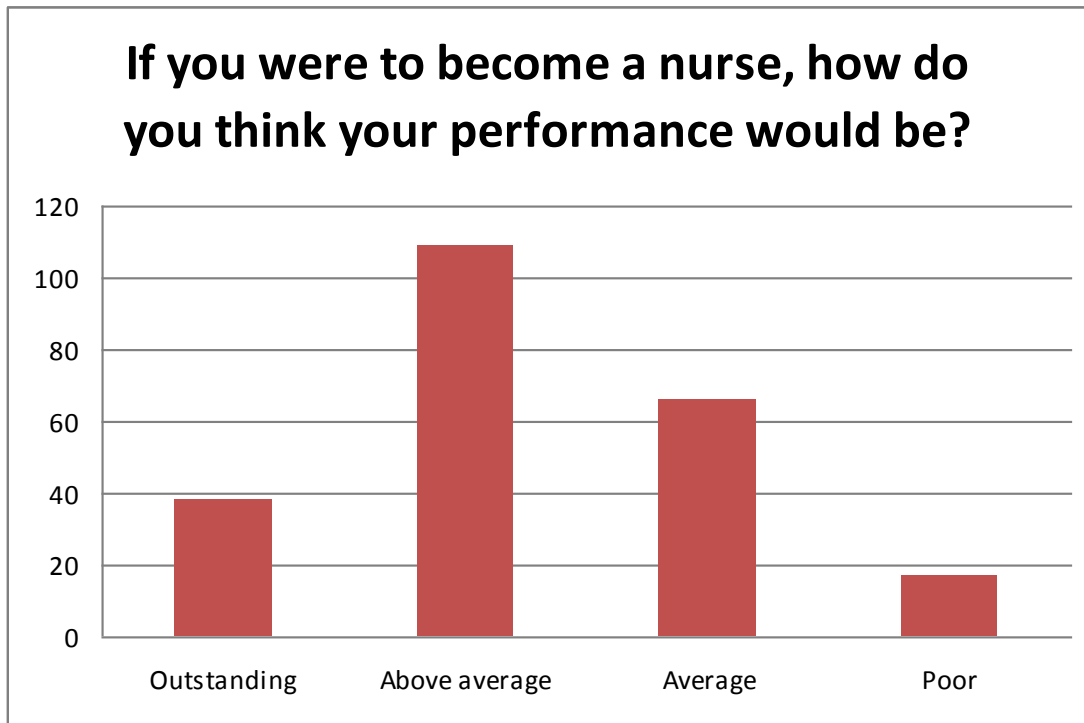


Figure 5

#### Perceived Student Performance as a Nurse

##### *Additional Questions*

Of the three additional questions, the first addressed nurse salaries: “If you were to become a nurse, how much money would you expect to be paid for your first nursing job”, was asked to determine the range in which students believe that nurses salaries fall within. According to respondents, about 17% of individuals believed that new graduate nurses salaries were less than \$20,000 per year. About 48% indicated that new graduate salaries were probably between \$20,001 and \$40,000 per year. Only a total of about 29% of students indicated that new graduate salaries were probably between \$40,001 and \$60,000 per year. The smallest percentage of



respondants, about 6% thought that salaries for new graduate nurses would likely be about \$60,001 to \$80,000 per year.

The second additional question addressed the issues of being able to get a job following graduation. It is stated: "If you were to get a degree in nursing, how hard do you think it would be to get a job". Responses varied with about 6% of respondents indicating that it would be very hard to get a job following graduation. A greater percentage, about 31%, of students indicated that they thought it would be somewhat hard to get a job. The largest percentage, about 47%, indicated that they thought it would be somewhat easy to find a job. The remaining 17% of respondents indicated that they thought it would be very easy to find a job following graduation.

The third and final additional question, "what types of people go into nursing" was asked for the purpose of finding out how students feel about nursing from the standpoint of gender. According to respondents, about 1% felt that nursing is a 'women's only' profession. About 67% felt that nursing was mostly a women's profession. A fairly large percentage, about 32% indicated that they thought nursing is a profession that houses equal numbers of men and women. There were no respondents that felt that nursing was a profession comprised mostly of men.

## Chapter 5: Discussion

### *Purpose of study*

This purpose of this research was to determine the attitudes and perceptions that young people, aged fifteen to eighteen, have towards the field of nursing. In recent years, a trend has developed that demonstrates a lack of interest on the part of young adults aged 15-18 years old towards nursing careers (Hoke, 2006). In order to determine if this lack of interest does in fact have an effect on the nursing shortage, a survey design was used to study attitudes and perceptions of young adults in this particular age group.

### *Relationship to previous research*

Multiple issues were seen within the previous research and in turn were confirmed through the research that was done. One similarity that was seen was with students and their lack of consideration for nursing as a career. According to the survey, students are confident that nurses are respected and work in a rewarding profession; however, they are very unsure of nurses' salaries, how difficult it would be to obtain a job following graduation, and whether or not they would enjoy nursing as a career. According to a focus group study reported in the *Journal of Advance Nursing*, "By the time students enter middle and high school they have already rejected most jobs on the basis of perceptions. However, it is important to note that the study showed the majority of students do not reject nursing; they simply do not give nursing any consideration (Hemsley-Brown, 1999). This fact makes it vital to positively influence students early on, and shows the importance of the need to recruit at a young age.

Another important aspect of the shortage that was found within the literature had to do with not only education of students on what exactly the nursing field entails, but also what options are available for using their degree upon earning it. A common misconception is that as a

nurse all you do is work in a hospital. This is unfortunate because not only can nurses practice in hospitals, they typically also can be employed as nurse educators, in the legal field, or even in research (AACN, 2008). Ideas for getting students to this point and offering more career options include moving nursing graduates through graduate studies soon after their undergraduate work is completed, as well as identifying options available within the field that are beyond entry-level, such as faculty, researcher and administrator (AACN, 2008).

Not only is it important that we begin to educate young people on the benefits and opportunities of nursing, it is also important to be specific about what they may be offered. According to the literature, there is a major demand for scholarship opportunities for those either working towards or contemplating a nursing career, as well as a demand for other incentives such as tuition reimbursement for time served, paired with the offer of a job waiting immediately upon graduating (Smith, 2005). Depending on what a facility or more specifically an administrator can afford, these incentives may or may not be offered, and the degree of significance can be heavily varied. If individuals can be educated on what the field of nursing entails and in addition be offered incentives to join the field, perhaps great steps can be made to replenish the dwindling ranks of nurses.

#### *Demographics of sample*

According to the Zoomerang® site, 386 individuals visited the survey page. Out of these visits, a total of 223 of them resulted in completed surveys. A greater response was seen from females at about 61%, with males making up the remaining 39%. Overall, more younger individuals responded with sixteen year olds having the highest response rate which were very close to response rates seen in both the fifteen and seventeen year old categories. These three age groups were very close in percentage, each at about 30%, while response rates seen from

eighteen year olds were lowest making up about 9% of the total respondents. Though the majority of respondents, about 74%, were White, the remaining 26% of respondents were diverse. About 9% were Asian, 6% African American, 5% Decline to Answer, 4% Latino, and 2% Other. Out of the 50 states, a total of 45 were represented within the sample. Larger amounts of respondents came from California and New York. Remaining states were fairly equal each comprising about 1-4% of the total. This sample was somewhat representative of the population as a whole but was not completely generalizable to the entire population due to the fact that only those students with access to the World Wide Web were included.

#### *Study Limitations and Opportunities*

One of the most significant limitations to the research was lack of time. The time allowed required to receive approval from the IRB as well as the SPARC committee only made it possible to have the survey open for a total of 29 days. Another limitation was access to the sample. Though the response to the survey was good, it likely would have been higher if access were expanded to include those who do not have access to the World Wide Web, such as in a paper form that is distributed to individual high school institutions.

It could be very beneficial to recruiters, educators, and administrators for a modified version of this tool to be used in a similar manner to obtain more information from students, such as having open ended questions or space for comments or individual thoughts on nursing careers. It would also have been very interesting to gain more insight, beyond just a yes or no interest question, into students thoughts on having an education session relating to the field of nursing brought to them in their schools. It seems as if there are a fair amount of students that are receptive to the idea but it is very difficult to tell if this offering would be beneficial without attempting a pilot implementation.

### *Impact on Healthcare Administration*

Research findings indicate that students may in fact see nursing as a lucrative career option, but that they might not be being provided early on with all of the necessary information to make the decision to become a nurse. According to the research, it was found that students see nurses as well respected. Overall, 94% of respondents felt that nurses are at least somewhat if not highly respected individuals. This indicates that students believe that nurses are generally well respected individuals, which is very positive information for nursing program leaders as well as recruiters.

A significant amount of students believe that nursing would also be a very rewarding profession. This is very important information and should be considered useful to nursing program leaders as well as recruiters. Students seem to have positive perceptions of those who do choose to become nurses, but seem to be missing the component of actually desiring to become a nurse themselves. It seems as if informational sessions were to take place on high school campuses, it would be vital to have nurses who work in a variety of setting present as both positive role models as well as for the purpose of answering students' questions.

Students seem fairly positive about the degree of difficulty in obtaining a job following graduation. Overall, 64% of students felt that it would be somewhat or very easy to obtain a job in nursing. Only about 31% thought it would be somewhat difficult to find a job, while the remaining 5% thought that it could be very hard to obtain a job in nursing. This could possibly be a main area of focus for informational sessions in order to let students know that recruiters exist not only to initially attract them to the field, but also to help them with job placement following graduation.

Students were less positive about the degree to which they thought they would enjoy a career in nursing. Only about 37% thought that they either may enjoy it or would really enjoy it. The remaining 64% felt that they would not really or would definitely not enjoy a career in nursing. Through students seem to feel as if they would not enjoy a career as a nurse, this is likely due in part to not knowing what the job entails as well as the vast array of industry career options that exist for nurses. Because this could likely be attributed, at least in part, to students not having a full understanding of what the job entails, it is highly recommended that the appropriate information be brought to them so that they have the opportunity to make as educated a decision as possible.

In asking if students would be interested in a two-hour informational session to describe the benefits and opportunities within the field of nursing, there was a fairly positive response that indicates it could be a great marketing tactic to begin to recruit within high schools. Of the 223 respondents, 82 individuals were interested in the idea and 17 of those were very interested in the concept. If this type of informational session could be offered across the nation, we would quite possibly see a trend of increased interest in the nursing field on the part of young people. The value in this type of offering is multifaceted in that not only does it influence some to choose nursing as a career path, but also even for those who do not initially choose to go to nursing school, an interest may be sparked and recruiters, educators, and administrators can rest assured that a seed has been planted.

### *Conclusion*

Information gained as a result of this research takes us a small step forward in solving the nursing shortage. Through the development of a reliable tool, the author was able to gain a small amount of understanding about the attitudes and perceptions of the target population. The unique

methodology used within the research project to “go where the students are” by using the Facebook® online social networking site, was proven to be quite effective and could possibly be used in future studies to gain an even better understanding of the issue.

Hearing the voices of young people on the subject of nursing careers gave us a fresh perspective on their attitudes and perceptions towards the profession as a whole. The hope is that because this research has opened doors for additional research to be done in the future, it will also spark an interest and possibly change the way that administrators and others think about and act upon recruiting young people towards the profession. Students today are the workforce of tomorrow. Providing them with the necessary information and resources to make career decisions will impact the lives of future generations for many years to come.

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## Appendix A

The Nursing Shortage: A Fresh Perspective  
Survey

1. Please indicate your gender (circle one):                      Male    Female
2. Please indicate your age (circle one):                      15     16     17     18
3. Please indicate your ethnicity (circle one):     White    Latino    African American  
Asian    Other
4. Please indicate which state you live in \_\_\_\_\_
5. How are nurses viewed within your community?  
Highly respected     somewhat respected     not very respected     not respected at all
6. Do you think that the job of a nurse is a rewarding profession?  
Very rewarding                      somewhat rewarding     not very rewarding not at all  
rewarding
7. If you were to become a nurse, how much money would you expect to be paid for your  
first nursing job?  
\$0-\$20,000     \$20,001-\$40,000     \$40,001-60,000                      \$60,001-80,000
8. If your school offered a 2-hour session to describe the benefits and opportunities of  
nursing, how interested would you be in attending:  
Not at all interested    Not really interested    Somewhat interested     Very interested
9. If you were to get a degree in nursing, how hard do you think it would be to get a job?  
Very hard     Somewhat hard                      Somewhat easy                      Very easy
10. What types of people go into nursing?  
Only women    mostly women    equal numbers of women and men    mostly men
11. How would you feel about being a nurse  
I would really dislike it            I would somewhat dislike it    I would like it ok     I  
would really like it
12. Do you think that your performance as a nurse would be  
Poor            average            above average            outstanding

## Appendix B

### Facebook Privacy Policy

#### Facebook Principles

We built Facebook to make it easy to share information with your friends and people around you. We understand you may not want everyone in the world to have the information you share on Facebook; that is why we give you control of your information. Our default privacy settings limit the information displayed in your profile to your networks and other reasonable community limitations that we tell you about.

Facebook follows two core principles:

1. You should have control over your personal information.

Facebook helps you share information with your friends and people around you. You choose what information you put in your profile, including contact and personal information, pictures, interests and groups you join. And you control the users with whom you share that information through the privacy settings on the My Privacy page.

2. You should have access to the information others want to share.

There is an increasing amount of information available out there, and you may want to know what relates to you, your friends, and people around you. We want to help you easily get that information.

Sharing information should be easy. And we want to provide you with the privacy tools necessary to control how and with whom you share that information. If you have questions or ideas, please send them to [privacy@facebook.com](mailto:privacy@facebook.com).

#### Safe Use of Facebook

For information for users and parents about staying safe on Facebook, [click here](#).

#### Facebook's Privacy Policy

Facebook's Privacy Policy is designed to help you understand how we collect and use the personal information you decide to share, and help you make informed decisions when using Facebook, located at [www.facebook.com](http://www.facebook.com) and its directly associated domains (collectively, "Facebook" or "Website")

By using or accessing Facebook, you are accepting the practices described in this Privacy Policy.

Facebook is a licensee of the TRUSTe Privacy Program. TRUSTe is an independent, non-profit organization whose mission is to build user's trust and confidence in the Internet by promoting the use of fair information practices. This privacy statement covers the site [www.facebook.com](http://www.facebook.com) and its directly associated domains. Because this Web site wants to demonstrate its commitment to your privacy, it has agreed to disclose its information practices and have its privacy practices reviewed for compliance by TRUSTe.

If you have questions or concerns regarding this statement, you should first contact our privacy staff at [privacy@facebook.com](mailto:privacy@facebook.com). If you do not receive acknowledgement of your inquiry or your inquiry has not been satisfactorily addressed, you should contact TRUSTe Watchdog at [http://www.truste.org/consumers/watchdog\\_complaint.php](http://www.truste.org/consumers/watchdog_complaint.php). TRUSTe will then serve as a liaison with us to resolve your concerns.

## EU Safe Harbor Participation

We participate in the EU Safe Harbor Privacy Framework as set forth by the United States Department of Commerce. As part of our participation in the safe harbor, we have agreed to TRUSTe dispute resolution for disputes relating to our compliance with the Safe Harbor Privacy Framework. If you have any complaints regarding our compliance with the Safe Harbor you should first contact us at [info@facebook.com](mailto:info@facebook.com). If contacting us does not resolve your complaint, you may raise your complaint with TRUSTe at [http://www.truste.org/users/users\\_watchdog\\_intro.html](http://www.truste.org/users/users_watchdog_intro.html).

## The Information We Collect

When you visit Facebook you provide us with two types of information: personal information you knowingly choose to disclose that is collected by us and Web Site use information collected by us as you interact with our Web Site.

When you register with Facebook, you provide us with certain personal information, such as your name, your email address, your telephone number, your address, your gender, schools attended and any other personal or preference information that you provide to us.

When you enter Facebook, we collect your browser type and IP address. This information is gathered for all Facebook visitors. In addition, we store certain information from your browser using "cookies." A cookie is a piece of data stored on the user's computer tied to information about the user. We use session ID cookies to confirm that users are logged in. These cookies terminate once the user closes the browser. By default, we use a persistent cookie that stores your login ID (but not your password) to make it easier for you to login when you come back to Facebook. You can remove or block this cookie using the settings in your browser if you want to disable this convenience feature.

When you use Facebook, you may set up your personal profile, form relationships, send messages, perform searches and queries, form groups, set up events, add applications, and transmit information through various channels. We collect this information so that we can provide you the service and offer personalized features. In most cases, we retain it so that, for instance, you can return to view prior messages you have sent or easily see your friend list. When you update information, we usually keep a backup copy of the prior version for a reasonable period of time to enable reversion to the prior version of that information.

You post User Content (as defined in the Facebook Terms of Use) on the Site at your own risk. Although we allow you to set privacy options that limit access to your pages, please be aware that no security measures are perfect or impenetrable. We cannot control the actions of other Users with whom you may choose to share your pages and information. Therefore, we cannot and do not guarantee that User Content you post on the Site will not be viewed by unauthorized persons. We are not responsible for circumvention of any privacy settings or security measures contained on the Site. You understand and acknowledge that, even after removal, copies of User Content may remain viewable in cached and archived pages or if other Users have copied or stored your User Content.

Any improper collection or misuse of information provided on Facebook is a violation of the Facebook Terms of Service and should be reported to [privacy@facebook.com](mailto:privacy@facebook.com).

If you choose to use our invitation service to tell a friend about our site, we will ask you for information needed to send the invitation, such as your friend's email address. We will automatically send your friend a one-time email or instant message inviting him or her to visit the site. Facebook stores this information to send this one-time invitation, to register a friend connection if your invitation is accepted, and to track the success of our referral program. Your friend may contact us at [info@facebook.com](mailto:info@facebook.com) to request that we remove this information from our database.

Facebook may also collect information about you from other sources, such as newspapers, blogs, instant messaging services, and other users of the Facebook service through the operation of the service (e.g., photo tags) in order to provide you with more useful information and a more personalized experience.

By using Facebook, you are consenting to have your personal data transferred to and processed in the United States.

### Children Under Age 13

Facebook does not knowingly collect or solicit personal information from anyone under the age of 13 or knowingly allow such persons to register. If you are under 13, please do not attempt to register for Facebook or send any information about yourself to us, including your name, address, telephone number, or email address. No one under age 13 may provide any personal information to or on Facebook. In the event that we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at [info@facebook.com](mailto:info@facebook.com).

### Children Between the Ages of 13 and 18

We recommend that minors over the age of 13 ask their parents for permission before sending any information about themselves to anyone over the Internet.

### Use of Information Obtained by Facebook

When you register with Facebook, you create your own profile and privacy settings. Your profile information, as well as your name, email and photo, are displayed to people in the networks specified in your privacy settings to enable you to connect with people on Facebook. We may occasionally use your name and email address to send you notifications regarding new services offered by Facebook that we think you may find valuable.

Profile information is used by Facebook primarily to be presented back to and edited by you when you access the service and to be presented to others permitted to view that information by your privacy settings. In some cases where your privacy settings permit it (e.g., posting to your wall), other Facebook users may be able to supplement your profile.

Profile information you submit to Facebook will be available to users of Facebook who belong to at least one of the networks you allow to access the information through your privacy settings (e.g., school, geography, friends of friends). Your name, network names, and profile picture thumbnail will be available in search results across the Facebook network and those limited pieces of information may be made available to third party search engines. This is primarily so your friends can find you and send a friend request. People who see your name in searches, however, will not be able to access your profile information unless they have a relationship to



you (friend, friend of friend, member of your networks, etc.) that allows such access based on your privacy settings.

Facebook may send you service-related announcements from time to time through the general operation of the service. For instance, if a friend sends you a new message or poke, or someone posts on your wall, you may receive an email alerting you to that fact.

Generally, you may opt out of such emails here, though Facebook reserves the right to send you notices about your account even if you opt out of all voluntary email notifications.

Facebook may use information in your profile without identifying you as an individual to third parties. We do this for purposes such as aggregating how many people in a network like a band or movie and personalizing advertisements and promotions so that we can provide you Facebook. We believe this benefits you. You can know more about the world around you and, where there are advertisements, they're more likely to be interesting to you. For example, if you put a favorite movie in your profile, we might serve you an advertisement highlighting a screening of a similar one in your town. But we don't tell the movie company who you are.

We may use information about you that we collect from other sources, including but not limited to newspapers and Internet sources such as blogs, instant messaging services, Facebook Platform developers and other users of Facebook, to supplement your profile. Where such information is used, we generally allow you to specify in your privacy settings that you do not want this to be done or to take other actions that limit the connection of this information to your profile (e.g., removing photo tag links).

#### Sharing Your Information with Third Parties

Facebook is about sharing information with others — friends and people in your networks — while providing you with privacy settings that restrict other users from accessing your information. We allow you to choose the information you provide to friends and networks through Facebook. Our network architecture and your privacy settings allow you to make informed choices about who has access to your information. We do not provide contact information to third party marketers without your permission. We share your information with third parties only in limited circumstances where we believe such sharing is 1) reasonably necessary to offer the service, 2) legally required or, 3) permitted by you. For example:

- Your news feed and mini-feed may aggregate the information you provide and make it available to your friends and network members according to your privacy settings. You may set your preferences for your news feed and mini-feed here.
- Unlike most sites on the Web, Facebook limits access to site information by third party search engine "crawlers" (e.g. Google, Yahoo, MSN, Ask). Facebook takes action to block access by these engines to personal information beyond your name, profile picture, and limited aggregated data about your profile (e.g. number of wall postings).
- We may provide information to service providers to help us bring you the services we offer. Specifically, we may use third parties to facilitate our business, such as to host the service at a co-location facility for servers, to send out email updates about Facebook, to remove repetitive information from our user lists, to process payments for products or services, to offer an online job application process, or to provide search results or links (including sponsored links). In connection with these offerings and business operations,

our service providers may have access to your personal information for use for a limited time in connection with these business activities. Where we utilize third parties for the processing of any personal information, we implement reasonable contractual and technical protections limiting the use of that information to the Facebook-specified purposes.

- If you, your friends, or members of your network use any third-party applications developed using the Facebook Platform ("Platform Applications"), those Platform Applications may access and share certain information about you with others in accordance with your privacy settings. You may opt-out of any sharing of certain or all information through Platform Applications on the Privacy Settings page. In addition, third party developers who have created and operate Platform Applications ("Platform Developers"), may also have access to your personal information (excluding your contact information) if you permit Platform Applications to access your data. Before allowing any Platform Developer to make any Platform Application available to you, Facebook requires the Platform Developer to enter into an agreement which, among other things, requires them to respect your privacy settings and strictly limits their collection, use, and storage of your information. However, while we have undertaken contractual and technical steps to restrict possible misuse of such information by such Platform Developers, we of course cannot and do not guarantee that all Platform Developers will abide by such agreements. Please note that Facebook does not screen or approve Platform Developers and cannot control how such Platform Developers use any personal information that they may obtain in connection with Platform Applications. In addition, Platform Developers may require you to sign up to their own terms of service, privacy policies or other policies, which may give them additional rights or impose additional obligations on you, so please make sure to review these terms and policies carefully before using any Platform Application. You can report any suspected misuse of information through the Facebook Platform and we will investigate any such claim and take appropriate action against the Platform Developer up to and including terminating their participation in the Facebook Platform and/or other formal legal action.
- We occasionally provide demonstration accounts that allow non-users a glimpse into the Facebook world. Such accounts have only limited capabilities (e.g., messaging is disabled) and passwords are changed regularly to limit possible misuse.
- We may be required to disclose user information pursuant to lawful requests, such as subpoenas or court orders, or in compliance with applicable laws. We do not reveal information until we have a good faith belief that an information request by law enforcement or private litigants meets applicable legal standards. Additionally, we may share account or other information when we believe it is necessary to comply with law, to protect our interests or property, to prevent fraud or other illegal activity perpetrated through the Facebook service or using the Facebook name, or to prevent imminent bodily harm. This may include sharing information with other companies, lawyers, agents or government agencies.
- We let you choose to share information with marketers or electronic commerce providers through sponsored groups or other on-site offers.

- We may offer stores or provide services jointly with other companies on Facebook. You can tell when another company is involved in any store or service provided on Facebook, and we may share customer information with that company in connection with your use of that store or service.
- Facebook Beacon is a means of sharing actions you have taken on third party sites, such as when you make a purchase or post a review, with your friends on Facebook. In order to provide you as a Facebook user with clear disclosure of the activity information being collected on third party sites and potentially shared with your friends on Facebook, we collect certain information from that site and present it to you after you have completed an action on that site. You have the choice to have Facebook discard that information, or to share it with your friends.  
To learn more about the operation of the service, we encourage you to read the tutorial here. To opt out of the service altogether, click here.  
Like many other websites that interact with third party sites, we may receive some information even if you are logged out from Facebook, or that pertains to non-Facebook users, from those sites in conjunction with the technical operation of the system. In cases where Facebook receives information on users that are not logged in, or on non-Facebook users, we do not attempt to associate it with individual Facebook accounts and will discard it.
- If the ownership of all or substantially all of the Facebook business, or individual business units owned by Facebook, Inc., were to change, your user information may be transferred to the new owner so the service can continue operations. In any such transfer of information, your user information would remain subject to the promises made in any pre-existing Privacy Policy.

When you use Facebook, certain information you post or share with third parties (e.g., a friend or someone in your network), such as personal information, comments, messages, photos, videos, Marketplace listings or other information, may be shared with other users in accordance with the privacy settings you select. All such sharing of information is done at your own risk. Please keep in mind that if you disclose personal information in your profile or when posting comments, messages, photos, videos, Marketplace listings or other items, this information may become publicly available.

#### Links

Facebook may contain links to other websites. We are of course not responsible for the privacy practices of other web sites. We encourage our users to be aware when they leave our site to read the privacy statements of each and every web site that collects personally identifiable information. This Privacy Policy applies solely to information collected by Facebook.

#### Third Party Advertising

Advertisements that appear on Facebook are sometimes delivered (or "served") directly to users by third party advertisers. They automatically receive your IP address when this happens. These third party advertisers may also download cookies to your computer, or use other technologies such as JavaScript and "web beacons" (also known as "1x1 gifs") to measure the effectiveness of their ads and to personalize advertising content. Doing this allows the advertising network to recognize your computer each time they send you an advertisement in order to measure the

effectiveness of their ads and to personalize advertising content. In this way, they may compile information about where individuals using your computer or browser saw their advertisements and determine which advertisements are clicked. Facebook does not have access to or control of the cookies that may be placed by the third party advertisers. Third party advertisers have no access to your contact information stored on Facebook unless you choose to share it with them.

This privacy policy covers the use of cookies by Facebook and does not cover the use of cookies or other tracking technologies by any of its advertisers.

#### Changing or Removing Information

Access and control over most personal information on Facebook is readily available through the profile editing tools. Facebook users may modify or delete any of their profile information at any time by logging into their account. Information will be updated immediately. Individuals who wish to deactivate their Facebook account may do so on the My Account page. Removed information may persist in backup copies for a reasonable period of time but will not be generally available to members of Facebook.

Where you make use of the communication features of the service to share information with other individuals on Facebook, however, (e.g., sending a personal message to another Facebook user) you generally cannot remove such communications.

#### Security

Facebook takes appropriate precautions to protect our users' information. Your account information is located on a secured server behind a firewall. When you enter sensitive information (such as credit card number or your password), we encrypt that information using secure socket layer technology (SSL). (To learn more about SSL, go to [http://en.wikipedia.org/wiki/Secure\\_Sockets\\_Layer](http://en.wikipedia.org/wiki/Secure_Sockets_Layer)). Because email and instant messaging are not recognized as secure communications, we request that you not send private information to us by email or instant messaging services. If you have any questions about the security of Facebook Web Site, please contact us at [privacy@facebook.com](mailto:privacy@facebook.com)

#### Terms of Use, Notices and Revisions

Your use of Facebook, and any disputes arising from it, is subject to this Privacy Policy as well as our Terms of Use and all of its dispute resolution provisions including arbitration, limitation on damages and choice of law. We reserve the right to change our Privacy Policy and our Terms of Use at any time. Non-material changes and clarifications will take effect immediately, and material changes will take effect within 30 days of their posting on this site. If we make changes, we will post them and will indicate at the top of this page the policy's new effective date. If we make material changes to this policy, we will notify you here, by email, or through notice on our home page. We encourage you to refer to this policy on an ongoing basis so that you understand our current privacy policy. Unless stated otherwise, our current privacy policy applies to all information that we have about you and your account.

#### Contacting the Web Site

If you have any questions about this privacy policy, please contact us at [privacy@facebook.com](mailto:privacy@facebook.com). You may also contact us by mail at 156 University Avenue, Palo Alto, CA 94301.

## Appendix C

### Facebook Terms of Use

#### Terms of Use

Date of Last Revision: November 15, 2007.

Welcome to Facebook, a social utility that connects you with the people around you. The Facebook service and network (collectively, "Facebook" or "the Service") are operated by Facebook, Inc. and its corporate affiliates (collectively, "us", "we" or "the Company"). By accessing or using our web site at [www.facebook.com](http://www.facebook.com) or the mobile version thereof (together the "Site") or by posting a Share Button on your site, you (the "User") signify that you have read, understand and agree to be bound by these Terms of Use ("Terms of Use" or "Agreement"), whether or not you are a registered member of Facebook. We reserve the right, at our sole discretion, to change, modify, add, or delete portions of these Terms of Use at any time without further notice. If we do this, we will post the changes to these Terms of Use on this page and will indicate at the top of this page the date these terms were last revised. Your continued use of the Service or the Site after any such changes constitutes your acceptance of the new Terms of Use. If you do not agree to abide by these or any future Terms of Use, do not use or access (or continue to use or access) the Service or the Site. It is your responsibility to regularly check the Site to determine if there have been changes to these Terms of Use and to review such changes.

**PLEASE READ THESE TERMS OF USE CAREFULLY AS THEY CONTAIN IMPORTANT INFORMATION REGARDING YOUR LEGAL RIGHTS, REMEDIES AND OBLIGATIONS. THESE INCLUDE VARIOUS LIMITATIONS AND EXCLUSIONS, AND A DISPUTE RESOLUTION CLAUSE THAT GOVERNS HOW DISPUTES WILL BE RESOLVED.**

#### Eligibility

Membership in the Service is void where prohibited. This Site is intended solely for users who are thirteen (13) years of age or older, and users of the Site under 18 who are currently in high school or college. Any registration by, use of or access to the Site by anyone under 13, or by anyone who is under 18 and not in high school or college, is unauthorized, unlicensed and in violation of these Terms of Use. By using the Service or the Site, you represent and warrant that you are 13 or older and in high school or college, or else that you are 18 or older, and that you agree to and to abide by all of the terms and conditions of this Agreement.

#### Registration Data; Account Security

In consideration of your use of the Site, you agree to (a) provide accurate, current and complete information about you as may be prompted by any registration forms on the Site ("Registration Data"); (b) maintain the security of your password and identification; (c) maintain and promptly update the Registration Data, and any other information you provide to Company, to keep it accurate, current and complete; and (d) be fully responsible for all use of your account and for any actions that take place using your account.

#### Proprietary Rights in Site Content; Limited License

All content on the Site and available through the Service, including designs, text, graphics, pictures, video, information, applications, software, music, sound and other files, and their

selection and arrangement (the "Site Content"), are the proprietary property of the Company, its users or its licensors with all rights reserved. No Site Content may be modified, copied, distributed, framed, reproduced, republished, downloaded, displayed, posted, transmitted, or sold in any form or by any means, in whole or in part, without the Company's prior written permission, except that the foregoing does not apply to your own User Content (as defined below) that you legally post on the Site. Provided that you are eligible for use of the Site, you are granted a limited license to access and use the Site and the Site Content and to download or print a copy of any portion of the Site Content to which you have properly gained access solely for your personal, non-commercial use, provided that you keep all copyright or other proprietary notices intact. Except for your own User Content, you may not upload or republish Site Content on any Internet, Intranet or Extranet site or incorporate the information in any other database or compilation, and any other use of the Site Content is strictly prohibited. Such license is subject to these Terms of Use and does not include use of any data mining, robots or similar data gathering or extraction methods. Any use of the Site or the Site Content other than as specifically authorized herein, without the prior written permission of Company, is strictly prohibited and will terminate the license granted herein. Such unauthorized use may also violate applicable laws including copyright and trademark laws and applicable communications regulations and statutes. Unless explicitly stated herein, nothing in these Terms of Use shall be construed as conferring any license to intellectual property rights, whether by estoppel, implication or otherwise. This license is revocable at any time without notice and with or without cause.

#### Trademarks

32665, FACEBOOK, THE FACEBOOK, FACEBOOKHIGH, FBOOK, POKE, THE WALL and other Company graphics, logos, designs, page headers, button icons, scripts and service names are registered trademarks, trademarks or trade dress of Company in the U.S. and/or other countries. Company's trademarks and trade dress may not be used, including as part of trademarks and/or as part of domain names, in connection with any product or service in any manner that is likely to cause confusion and may not be copied, imitated, or used, in whole or in part, without the prior written permission of the Company.

#### User Conduct

You understand that except for advertising programs offered by us on the Site (e.g., Facebook Flyers, Facebook Marketplace), the Service and the Site are available for your personal, non-commercial use only. You represent, warrant and agree that no materials of any kind submitted through your account or otherwise posted, transmitted, or shared by you on or through the Service will violate or infringe upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary rights; or contain libelous, defamatory or otherwise unlawful material.

In addition, you agree not to use the Service or the Site to:

- harvest or collect email addresses or other contact information of other users from the Service or the Site by electronic or other means for the purposes of sending unsolicited emails or other unsolicited communications;
- use the Service or the Site in any unlawful manner or in any other manner that could damage, disable, overburden or impair the Site;

- use automated scripts to collect information from or otherwise interact with the Service or the Site;
- upload, post, transmit, share, store or otherwise make available any content that we deem to be harmful, threatening, unlawful, defamatory, infringing, abusive, inflammatory, harassing, vulgar, obscene, fraudulent, invasive of privacy or publicity rights, hateful, or racially, ethnically or otherwise objectionable;
- upload, post, transmit, share, store or otherwise make available any videos other than those of a personal nature that: (i) are of you or your friends, (ii) are taken by you or your friends, or (iii) are original art or animation created by you or your friends;
- register for more than one User account, register for a User account on behalf of an individual other than yourself, or register for a User account on behalf of any group or entity;
- impersonate any person or entity, or falsely state or otherwise misrepresent yourself, your age or your affiliation with any person or entity;
- upload, post, transmit, share or otherwise make available any unsolicited or unauthorized advertising, solicitations, promotional materials, "junk mail," "spam," "chain letters," "pyramid schemes," or any other form of solicitation;
- upload, post, transmit, share, store or otherwise make publicly available on the Site any private information of any third party, including, addresses, phone numbers, email addresses, Social Security numbers and credit card numbers;
- solicit personal information from anyone under 18 or solicit passwords or personally identifying information for commercial or unlawful purposes;
- upload, post, transmit, share or otherwise make available any material that contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment;
- intimidate or harass another;
- upload, post, transmit, share, store or otherwise make available content that would constitute, encourage or provide instructions for a criminal offense, violate the rights of any party, or that would otherwise create liability or violate any local, state, national or international law;
- use or attempt to use another's account, service or system without authorization from the Company, or create a false identity on the Service or the Site.
- upload, post, transmit, share, store or otherwise make available content that, in the sole judgment of Company, is objectionable or which restricts or inhibits any other person from using or enjoying the Site, or which may expose Company or its users to any harm or liability of any type.

Without limiting any of the foregoing, you also agree to abide by our Facebook Code of Conduct that provides further information regarding the authorized conduct of users on Facebook.

User Content Posted on the Site

You are solely responsible for the photos, profiles (including your name, image, and likeness), messages, notes, text, information, music, video, advertisements, listings, and other content that you upload, publish or display (hereinafter, "post") on or through the Service or the Site, or transmit to or share with other users (collectively the "User Content"). You may not post, transmit, or share User Content on the Site or Service that you did not create or that you do not have permission to post. You understand and agree that the Company may, but is not obligated to, review the Site and may delete or remove (without notice) any Site Content or User Content in its sole discretion, for any reason or no reason, including User Content that in the sole judgment of the Company violates this Agreement or the Facebook Code of Conduct, or which might be offensive, illegal, or that might violate the rights, harm, or threaten the safety of users or others. You are solely responsible at your sole cost and expense for creating backup copies and replacing any User Content you post or store on the Site or provide to the Company.

When you post User Content to the Site, you authorize and direct us to make such copies thereof as we deem necessary in order to facilitate the posting and storage of the User Content on the Site. By posting User Content to any part of the Site, you automatically grant, and you represent and warrant that you have the right to grant, to the Company an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use, copy, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part) and distribute such User Content for any purpose, commercial, advertising, or otherwise, on or in connection with the Site or the promotion thereof, to prepare derivative works of, or incorporate into other works, such User Content, and to grant and authorize sublicenses of the foregoing. You may remove your User Content from the Site at any time. If you choose to remove your User Content, the license granted above will automatically expire, however you acknowledge that the Company may retain archived copies of your User Content. Facebook does not assert any ownership over your User Content; rather, as between us and you, subject to the rights granted to us in these Terms, you retain full ownership of all of your User Content and any intellectual property rights or other proprietary rights associated with your User Content.

#### Facebook Mobile Services

The Service includes certain services that are available via your mobile phone, including (i) the ability to upload content to Facebook via your mobile phone (Mobile Uploads), (ii) the ability to receive and reply to Facebook messages, to poke and receive pokes and to write wall posts using text messaging (Mobile Texts), (iii) the ability to browse Facebook from your mobile phone (Mobile Web), and (iv) the ability to access certain Facebook features through a mobile application you have downloaded and installed on your mobile phone (Mobile Client) (collectively the "Mobile Services"). We do not charge for these Mobile Services. However, your carrier's normal messaging, data and other rates and fees will still apply. You should check with your carrier to find out what plans are available and how much they cost. In addition, downloading, installing, or using certain Mobile Services may be prohibited or restricted by your carrier, and not all Mobile Services may work with all carriers or devices. Therefore, you should check with your carrier to find out if the Mobile Services are available for your mobile devices, and what restrictions, if any, may be applicable to your use of such Mobile Services. By using the Mobile Services, you agree that we may communicate with you regarding Facebook and other entities by SMS, MMS, text message or other electronic means to your mobile device and that certain information about your usage of the Mobile Services may be communicated to us. In



the event you change or deactivate your mobile telephone number, you agree to promptly update your Facebook account information to ensure that your messages are not sent to the person that acquires your old number.

#### Copyright Complaints

We respect the intellectual property rights of others and we prohibit users from uploading, posting or otherwise transmitting on the Facebook website or service any materials that violate another party's intellectual property rights. When we receive proper Notification of Alleged Copyright Infringement as described in our Facebook Copyright Policy, we promptly remove or disable access to the allegedly infringing material and terminate the accounts of repeat infringers as described herein in accordance with the Digital Millennium Copyright Act. If you believe that any material on the Site infringes upon any copyright which you own or control, you may send a written notification of such infringement to our Designated Agent. Please see our Facebook Copyright Policy for more information on how to report infringement of your copyright.

#### Repeat Infringer Policy

In accordance with the Digital Millennium Copyright Act (DMCA) and other applicable law, Company has adopted a policy of terminating, in appropriate circumstances and at Company's sole discretion, members who are deemed to be repeat infringers. Company may also at its sole discretion limit access to the Site and/or terminate the memberships of any users who infringe any intellectual property rights of others, whether or not there is any repeat infringement.

#### Third Party Websites and Content

The Site contains (or you may be sent through the Site or the Service) links to other web sites ("Third Party Sites") as well as articles, photographs, text, graphics, pictures, designs, music, sound, video, information, applications, software and other content or items belonging to or originating from third parties (the "Third Party Applications, Software or Content"). Such Third Party Sites and Third Party Applications, Software or Content are not investigated, monitored or checked for accuracy, appropriateness, or completeness by us, and we are not responsible for any Third Party Sites accessed through the Site or any Third Party Applications, Software or Content posted on, available through or installed from the Site, including the content, accuracy, offensiveness, opinions, reliability, privacy practices or other policies of or contained in the Third Party Sites or the Third Party Applications, Software or Content. Inclusion of, linking to or permitting the use or installation of any Third Party Site or any Third Party Applications, Software or Content does not imply approval or endorsement thereof by us. If you decide to leave the Site and access the Third Party Sites or to use or install any Third Party Applications, Software or Content, you do so at your own risk and you should be aware that our terms and policies no longer govern. You should review the applicable terms and policies, including privacy and data gathering practices, of any site to which you navigate from the Site or relating to any applications you use or install from the site.

#### Share Service

Company offers a feature whereby users of the Site can share with others or post to their own member profile, videos, articles and other Third Party Applications, Software or Content from, and/or links to, Third Party Sites through the Service (the "Share Service"). You acknowledge

and agree that your use of the Share Services and all links, User Content or Third Party Applications, Software or Content shared through the Share Service is subject to, and will fully comply with the user conduct rules set forth above and the other terms and conditions set forth in these Terms of Use.

#### Use of Share Links by Online Content Providers

Subject to the terms and conditions of these Terms of Use, Third Party Sites that meet the requirements set forth below may place a Share Link (as described below), in the form approved by Company, on pages of their web sites to facilitate use of the Share Service. A Third Party Site that posts a Share Link on its web site is referred to herein as an "Online Content Provider" and shall abide and be subject to the applicable sections of these Terms of Use. A "Share Link" is a button and/or a text link appearing on an Online Content Provider's web page that, upon being clicked by a user, enables us to launch a sharing mechanism through which users can share with others or post to their own member profile, links and content from that page.

In the event that the Share Link is a button that contains any icons or other graphic images, trademarks or other proprietary materials of the Company, Online Content Provider is granted permission to use such images, trademarks or other materials solely for the purpose of placing the Share Link on Online Content Provider's site and solely in the current form provided by the Company. In the event that the Share Link is a text link, it must include the word "Facebook" as part of the link. The rights granted in this paragraph may be revoked by Company at any time with or without cause in its sole discretion, and upon such termination, Online Content Provider agrees to immediately remove all Share Links from its site.

In order for an Online Content Provider to include a Share Link on its pages, the Third Party Site must not contain any web content that if shared or posted by a user would be a violation of the user conduct rules set forth above. Without limiting the foregoing, Online Content Provider agrees not to post a Share Link on any web site that contains, and represents and warrants that such web site does not and will not contain, any content that is infringing, harmful, threatening, unlawful, defamatory, abusive, inflammatory, harassing, vulgar, obscene, lewd, fraudulent, or invasive of privacy or publicity rights or that may expose Company or its users to any harm or liability of any type. Upon including of a Share Link, Online Content Provider agrees to defend, indemnify and hold the Company, its subsidiaries and affiliates, and each of their directors, officers, agents, contractors, partners and employees, harmless from and against any loss, liability, claim, demand, damages, costs and expenses, including reasonable attorney's fees, arising out of or in connection with such Share Link, any links, content or other items or materials which may be shared or posted through such Share Link, or any breach or alleged breach of the foregoing representations and warranties.

By including a Share Link, Online Content Provider automatically grants, and represents and warrants that it has the right to grant, to the Company an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use the Share Service in order to link to, use, copy, publish, stream, publicly perform, publicly display, reformat, translate, excerpt (in whole or in part), summarize, and distribute the content, links and other materials of any kind residing on any web pages on which Online Content Provider places the Share Link.

## Facebook Marketplace

All listings posted on or through the Facebook® Marketplace service and all transactions conducted in connection therewith are subject to and governed by the Facebook Marketplace Guidelines (the "Guidelines") as well as these Terms of Use. When you use Facebook Marketplace in any manner you are agreeing to abide by and be subject to the Guidelines and the other applicable rules set forth in these Terms of Use. The Guidelines are subject to change without prior notice at any time, in the Company's sole discretion, so you should review the Guidelines each time you use Facebook Marketplace. Parties to a transaction are solely responsible for all interactions with each other, for arranging for payment and the exchange of the goods or services purchased if applicable, and for the results and performance of any transaction or relationship entered into through Facebook Marketplace. You acknowledge that Facebook is not responsible or liable for any action or inaction of any party to a transaction, for any failure to perform, to pay any amounts due, or to deliver any merchandise or services as promised, or for any other aspect of the transaction. Any fees or payments collected by Facebook applicable to Facebook Marketplace are set forth on the Site, and all terms and conditions applicable to such fees are set forth in the Facebook Terms of Sale. However, please note that the Terms of Sale do not apply to your purchases of products or services from third parties through Facebook Marketplace, as those transactions are strictly between you and the other party to the transaction. **ALL USE OF FACEBOOK MARKETPLACE IS PROVIDED "AS IS" AND AT YOUR OWN RISK.**

## Facebook Platform Applications

The Facebook Platform is a set of APIs and services provided by Facebook that enable third-party developers ("Platform Developers") to create websites and applications that retrieve data made available by Facebook and its users and/or that retrieve authorized data from third-party sites for use on the Facebook Site ("Platform Applications")

Platform Developers may use the Facebook Platform and create Platform Applications only in accordance with the terms and conditions set forth in an agreement entered into between Facebook and the Platform Developer ("Developer Terms"). Our standard Developer Terms consist of the Facebook Developer Terms of Service and the related Facebook Platform Application Guidelines. We may from time to time enter into separate agreements with certain third party Platform Developers that contain different or additional terms, provided however, that each such separate agreement will require the third party Platform Developer to only display your information in accordance with your Facebook privacy settings. The standard Developer Terms are subject to change without prior notice at any time, in the Company's sole discretion, so you should review these documents from time to time. **ALL USE OF THE FACEBOOK PLATFORM IS PROVIDED "AS IS" AND AT YOUR OWN RISK.**

Users who install Platform Applications must agree to the terms and conditions set forth in the Platform Application Terms of Use ("Application User Terms") and in these Terms of Use. The Application User Terms are subject to change without prior notice at any time, in the Company's sole discretion, so you should review these terms each time you install an application and from time to time. Platform Developers may require you to agree to their own terms of service, privacy policies and/or other policies as a condition of using Platform Applications. Platform

Applications have not been approved, endorsed, or reviewed in any manner by Facebook, and we are not responsible for your use of or inability to use any Platform Applications, including the content, accuracy, or reliability of such Application and the privacy practices or other policies of Developers. **YOU USE SUCH PLATFORM APPLICATIONS AT YOUR OWN RISK.**

If you, your friends or members of your network use any Platform Applications, such Platform Applications may access and share certain information about you with others in accordance with your privacy settings as further described in our Privacy Policy. Platform Developers are required to agree to restrictions on access, storage and use of such information. However, while we have undertaken contractual and technical steps to restrict possible misuse of such information by such Platform Developers, we do not screen or approve Developers, and we cannot and do not guarantee that all Platform Developers will abide by such restrictions and agreements. Certain actions you take through the Platform Applications may be displayed to your friends in your profile, mini-feed and news feed, and you may opt-out of displaying your Platform Application actions on the Privacy Settings page. Please report any suspected misuse of information through the Facebook Platform as described in our Privacy Policy.

You may set your preferences for your news feed and mini-feed here.

#### Facebook Pages

Facebook Pages are special profiles used solely for commercial, political, or charitable purposes. You may not set up a Facebook Page on behalf of another individual or entity unless you are authorized to do so. This includes fan Facebook Pages, as well as Facebook Pages to support or criticize another individual or entity.

**FACEBOOK DOES NOT PRE-SCREEN OR APPROVE FACEBOOK PAGES, AND CANNOT GUARANTEE THAT A FACEBOOK PAGE WAS ACTUALLY CREATED AND IS BEING OPERATED BY THE INDIVIDUAL OR ENTITY THAT IS THE SUBJECT OF A FACEBOOK PAGE. NOR IS FACEBOOK RESPONSIBLE FOR THE CONTENT OF ANY FACEBOOK PAGE, OR ANY TRANSACTIONS ENTERED INTO OR OTHER ACTIONS TAKEN ON OR IN CONNECTION WITH ANY FACEBOOK PAGE, INCLUDING HOW THE OWNER OF THE FACEBOOK PAGE COLLECTS, HANDLES, USES AND / OR SHARES ANY PERSONAL INFORMATION IT MAY COLLECT FROM USERS (PLEASE REVIEW THE FACEBOOK PRIVACY POLICY IF YOU HAVE ANY QUESTIONS OR CONCERNS REGARDING THE USE OR SHARING OF YOUR PERSONAL INFORMATION). YOU SHOULD BE CAREFUL BEFORE PROVIDING ANY PERSONAL INFORMATION TO OR ENTERING INTO ANY TRANSACTION IN CONNECTION WITH A FACEBOOK PAGE.**

In addition to these Terms of Use, Facebook Pages are subject to and governed by certain Additional Terms Applicable to Facebook Pages. The Additional Terms Applicable to Facebook Pages control in the event of any conflict between them and the Terms of Use.

#### Terms of Sale

Please refer to our Terms of Sale for the terms, conditions and policies applicable to your purchase of products or services from Company. By ordering products or services from

Company through the Site, you agree to be bound by and accept the Terms of Sale. The Terms of Sale are subject to change without prior notice at any time, in Company's sole discretion so you should review the Terms of Sale each time you make a purchase.

#### User Disputes

You are solely responsible for your interactions with other Facebook users. We reserve the right, but have no obligation, to monitor disputes between you and other users.

#### Privacy

We care about the privacy of our users. Click here to view the Facebook's Privacy Policy. By using the Site or the Service, you are consenting to have your personal data transferred to and processed in the United States.

#### Disclaimers

The Company is not responsible or liable in any manner for any User Content or Third Party Applications, Software or Content posted on the Site or in connection with the Service, whether posted or caused by users of the Site, by Facebook, by third parties or by any of the equipment or programming associated with or utilized in the Site or the Service. Although we provide rules for user conduct and postings, we do not control and are not responsible for what users post, transmit or share on the Site and are not responsible for any offensive, inappropriate, obscene, unlawful or otherwise objectionable content you may encounter on the Site or in connection with any User Content or Third Party Applications, Software or Content. The Company is not responsible for the conduct, whether online or offline, of any user of the Site or Service.

The Site and the Service may be temporarily unavailable from time to time for maintenance or other reasons. Company assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, User communications. The Company is not responsible for any technical malfunction or other problems of any telephone network or service, computer systems, servers or providers, computer or mobile phone equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any Site or combination thereof, including injury or damage to User's or to any other person's computer, mobile phone, or other hardware or software, related to or resulting from using or downloading materials in connection with the Web and/or in connection with the Service, including any Mobile Client software. Under no circumstances will the Company be responsible for any loss or damage, including any loss or damage to any User Content or personal injury or death, resulting from anyone's use of the Site or the Service, any User Content or Third Party Applications, Software or Content posted on or through the Site or the Service or transmitted to Users, or any interactions between users of the Site, whether online or offline.

THE SITE, THE SERVICE (INCLUDING THE MOBILE SERVICES, THE SHARE SERVICE AND THE MARKETPLACE SERVICE), ANY PLATFORM APPLICATIONS AND THE SITE CONTENT ARE PROVIDED "AS-IS" AND THE COMPANY DISCLAIMS ANY AND ALL REPRESENTATIONS AND WARRANTIES, WHETHER EXPRESS OR IMPLIED, INCLUDING IMPLIED WARRANTIES OF TITLE, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. THE COMPANY CANNOT

GUARANTEE AND DOES NOT PROMISE ANY SPECIFIC RESULTS FROM USE OF THE SITE AND/OR THE SERVICE AND/OR ANY PLATFORM APPLICATIONS. COMPANY DOES NOT REPRESENT OR WARRANT THAT SOFTWARE, CONTENT OR MATERIALS ON THE SITE, THE SERVICE OR ANY PLATFORM APPLICATIONS ARE ACCURATE, COMPLETE, RELIABLE, CURRENT OR ERROR-FREE OR THAT THE SITE OR SERVICE ITS SERVERS, OR ANY PLATFORM APPLICATIONS ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. THEREFORE, YOU SHOULD EXERCISE CAUTION IN THE USE AND DOWNLOADING OF ANY SUCH SOFTWARE, CONTENT OR MATERIALS AND USE INDUSTRY-RECOGNIZED SOFTWARE TO DETECT AND DISINFECT VIRUSES. WITHOUT LIMITING THE FOREGOING, YOU UNDERSTAND AND AGREE THAT YOU DOWNLOAD OR OTHERWISE OBTAIN CONTENT, MATERIAL, DATA OR SOFTWARE (INCLUDING ANY MOBILE CLIENT) FROM OR THROUGH THE SERVICE AND ANY PLATFORM APPLICATIONS AT YOUR OWN DISCRETION AND RISK AND THAT YOU WILL BE SOLELY RESPONSIBLE FOR YOUR USE THEREOF AND ANY DAMAGES TO YOUR MOBILE DEVICE OR COMPUTER SYSTEM, LOSS OF DATA OR OTHER HARM OF ANY KIND THAT MAY RESULT.

The Company reserves the right to change any and all content, software and other items used or contained in the Site and any Services and Platform Applications offered through the Site at any time without notice. Reference to any products, services, processes or other information, by trade name, trademark, manufacturer, supplier or otherwise does not constitute or imply endorsement, sponsorship or recommendation thereof, or any affiliation therewith, by Company.

#### Limitation on Liability

IN NO EVENT WILL COMPANY OR ITS DIRECTORS, EMPLOYEES OR AGENTS BE LIABLE TO YOU OR ANY THIRD PERSON FOR ANY INDIRECT, CONSEQUENTIAL, EXEMPLARY, INCIDENTAL, SPECIAL OR PUNITIVE DAMAGES, INCLUDING FOR ANY LOST PROFITS OR LOST DATA ARISING FROM YOUR USE OF THE SITE OR THE SERVICE, ANY PLATFORM APPLICATIONS OR ANY OF THE SITE CONTENT OR OTHER MATERIALS ON, ACCESSED THROUGH OR DOWNLOADED FROM THE SITE, EVEN IF THE COMPANY IS AWARE OR HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. NOTWITHSTANDING ANYTHING TO THE CONTRARY CONTAINED HEREIN, THE COMPANY'S LIABILITY TO YOU FOR ANY CAUSE WHATSOEVER, AND REGARDLESS OF THE FORM OF THE ACTION, WILL AT ALL TIMES BE LIMITED TO THE AMOUNT PAID, IF ANY, BY YOU TO COMPANY FOR THE SERVICE DURING THE TERM OF MEMBERSHIP, BUT IN NO CASE WILL THE COMPANY'S LIABILITY TO YOU EXCEED \$1000. YOU ACKNOWLEDGE THAT IF NO FEES ARE PAID TO COMPANY FOR THE SERVICE, YOU SHALL BE LIMITED TO INJUNCTIVE RELIEF ONLY, UNLESS OTHERWISE PERMITTED BY LAW, AND SHALL NOT BE ENTITLED TO DAMAGES OF ANY KIND FROM COMPANY, REGARDLESS OF THE CAUSE OF ACTION.

#### Termination

The Company may terminate your membership, delete your profile and any content or information that you have posted on the Site or through any Platform Application and/or prohibit

you from using or accessing the Service or the Site or any Platform Application (or any portion, aspect or feature of the Service or the Site or any Platform Application) for any reason, or no reason, at any time in its sole discretion, with or without notice, including if it believes that you are under 13, or under 18 and not in high school or college. When we are notified that a user has died, we will generally, but are not obligated to, keep the user's account active under a special memorialized status for a period of time determined by us to allow other users to post and view comments.

#### Governing Law; Venue and Jurisdiction

By visiting or using the Site and/or the Service, you agree that the laws of the State of Delaware, without regard to principles of conflict of laws, will govern these Terms of Use and any dispute of any sort that might arise between you and the Company or any of our affiliates. With respect to any disputes or claims not subject to arbitration (as set forth below), you agree not to commence or prosecute any action in connection therewith other than in the state and federal courts of California, and you hereby consent to, and waive all defenses of lack of personal jurisdiction and forum non conveniens with respect to, venue and jurisdiction in the state and federal courts of California.

#### Arbitration

YOU AND COMPANY AGREE THAT, EXCEPT AS MAY OTHERWISE BE PROVIDED IN REGARD TO SPECIFIC SERVICES ON THE SITE IN ANY SPECIFIC TERMS APPLICABLE TO THOSE SERVICES, THE SOLE AND EXCLUSIVE FORUM AND REMEDY FOR ANY AND ALL DISPUTES AND CLAIMS RELATING IN ANY WAY TO OR ARISING OUT OF THESE TERMS OF USE, THE SITE AND/OR THE SERVICE (INCLUDING YOUR VISIT TO OR USE OF THE SITE AND/OR THE SERVICE) SHALL BE FINAL AND BINDING ARBITRATION, except that: (a) to the extent that either of us has in any manner infringed upon or violated or threatened to infringe upon or violate the other party's patent, copyright, trademark or trade secret rights, or you have otherwise violated any of the user conduct rules set forth above or in the Code of Conduct then the parties acknowledge that arbitration is not an adequate remedy at law and that injunctive or other appropriate relief may be sought; and (b) no disputes or claims relating to any transactions you enter into with a third party through the Facebook Marketplace may be arbitrated.

Arbitration under this Agreement shall be conducted by the American Arbitration Association (the "AAA") under its Commercial Arbitration Rules and, in the case of consumer disputes, the AAA's Supplementary Procedures for Consumer Related Disputes ( the "AAA Consumer Rules") (collectively the "AAA Rules"). The location of the arbitration and the allocation of costs and fees for such arbitration shall be determined in accordance with such AAA Rules and shall be subject to the limitations provided for in the AAA Consumer Rules (for consumer disputes). If such costs are determined to be excessive in a consumer dispute, the Company will be responsible for paying all arbitration fees and arbitrator compensation in excess of what is deemed reasonable. The arbitrator's award shall be binding and may be entered as a judgment in any court of competent jurisdiction.

To the fullest extent permitted by applicable law, NO ARBITRATION OR CLAIM UNDER THESE TERMS OF USE SHALL BE JOINED TO ANY OTHER ARBITRATION OR

CLAIM, INCLUDING ANY ARBITRATION OR CLAIM INVOLVING ANY OTHER CURRENT OR FORMER USER OF THE SERVICE, AND NO CLASS ARBITRATION PROCEEDINGS SHALL BE PERMITTED. In no event shall any claim, action or proceeding by you related in any way to the Site and/or the Service (including your visit to or use of the Site and/or the Service) be instituted more than three (3) years after the cause of action arose.

#### Indemnity

You agree to indemnify and hold the Company, its subsidiaries and affiliates, and each of their directors, officers, agents, contractors, partners and employees, harmless from and against any loss, liability, claim, demand, damages, costs and expenses, including reasonable attorney's fees, arising out of or in connection with any User Content, any Third Party Applications, Software or Content you post or share on or through the Site (including through the Share Service), your use of the Service or the Site, your conduct in connection with the Service or the Site or with other users of the Service or the Site, or any violation of this Agreement or of any law or the rights of any third party.

#### Submissions

You acknowledge and agree that any questions, comments, suggestions, ideas, feedback or other information about the Site or the Service ("Submissions"), provided by you to Company are non-confidential and shall become the sole property of Company. Company shall own exclusive rights, including all intellectual property rights, and shall be entitled to the unrestricted use and dissemination of these Submissions for any purpose, commercial or otherwise, without acknowledgment or compensation to you.

#### Definitions and Constructions

Unless otherwise specified, the terms "includes", "including", "e.g.", "for example", and other similar terms are deemed to include the term "without limitation" immediately thereafter. Terms used in these Terms with the initial letter(s) capitalized will have the meaning attributed to them in these Terms.

#### Other

These Terms of Use constitute the entire agreement between you and Company regarding the use of the Site and/or the Service, superseding any prior agreements between you and Company relating to your use of the Site or the Service. The failure of Company to exercise or enforce any right or provision of these Terms of Use shall not constitute a waiver of such right or provision in that or any other instance. If any provision of this Agreement is held invalid, the remainder of this Agreement shall continue in full force and effect. If any provision of these Terms of Use shall be deemed unlawful, void or for any reason unenforceable, then that provision shall be deemed severable from these Terms of Use and shall not affect the validity and enforceability of any remaining provisions.



## Appendix D

### Informed Consent Form

You are invited to participate in a research study entitled: The Nursing Shortage: A Fresh Perspective conducted by Ms. Mary Wallenburg, a student at the Regis University Rueckert-Hartman College for Health Professions under the direction of Dr. Maureen McGuire. This study is conducted exclusively through Facebook®. We want to determine the attitudes high school students have towards nursing careers to see if something that can be done to attract more students to the field of nursing. The survey should take approximately 5 minutes.

You are invited to participate because you are a high school student between the ages of 15 and 18 years old. You will be asked your opinion about nurses and the nursing profession. You should not find the questions upsetting in any way. Your participation in this study is voluntary and you are free to withdraw at any time. Participation or withdraw will not affect the rights to which you are entitled.

In addition to your opinion, you will be asked your gender, age, ethnicity and state of residence. No additional identifying information will be collected. Your answers will be pooled with other participants so your responses cannot be traced back to you. Information we get from this study may be published in professional journals or presented at professional meetings. Your identity will never be revealed in any such publications or presentations.

The results of this study will help us better attract young people to the field of nursing. By participating you will be helping shape the future of healthcare and nursing education. You will not be paid for participating in this study.

If you have questions about the study or the survey, please contact Mary at walle419@regis.edu or (303) 458-4157. If you feel you have been harmed in any way, immediately contact Dr. Maureen McGuire at (303) 964-5454. If you have any questions

concerning your rights as a subject, you may contact Laura Padgett, the Director of the Regis University Institutional Review Board at [lpadgett@regis.edu](mailto:lpadgett@regis.edu) or (303) 964-3616.

Again, participation is voluntary. Your decision whether to or not to participate will not affect you in any way. If you decide to participate, you are free to withdraw from the study at any time without prejudice from the researcher.

**BY CLICKING THE FOLLOWING LINK, YOU ARE VOLUNTARILY MAKING A DECISION TO PARTICIPATE IN THIS STUDY. BY CLICKING THIS LINK, YOU AGREE THAT YOU ARE COMFORTABLE WITH THE INTENT AND NATURE OF THE STUDY AND THAT ALL OF YOUR QUESTIONS HAVE BEEN ANSWERED TO YOUR SATISFACTION. YOU MAY PRINT OR REQUEST A COPY OF THIS CONSENT FORM TO KEEP.**

Investigators: Mary Wallenburg and Maureen McGuire (303) 964-5454.

## Appendix E

Facebook Advertisement

### Challenge the Norm



Change the standard.  
Take the survey.

If you are between  
the ages of 15 and 18,  
please take two minutes  
to complete my survey

## Appendix F

## Breakdown of the State Representation

Please indicate which state you live in:	Responses	Percentage
Alabama	3	1.35%
Alaska	2	0.90%
Arizona	4	1.79%
Arkansas	1	0.45%
California	27	12.11%
Colorado	3	1.35%
Connecticut	5	2.24%
Delaware	1	0.45%
Florida	10	4.48%
Georgia	8	3.59%
Hawaii	1	0.45%
Idaho	1	0.45%
Illinois	10	4.48%
Indiana	4	1.79%
Iowa	2	0.90%
Kansas	2	0.90%
Kentucky	4	1.79%
Louisiana	2	0.90%
Maine	1	0.45%
Maryland	7	3.14%
Massachusetts	8	3.59%
Michigan	8	3.59%

Minnesota	10	4.48%
Mississippi	1	0.45%
Missouri	7	3.14%
Montana	0	0.00%
Nebraska	2	0.90%
Nevada	1	0.45%
New Hampshire	3	1.35%
New Jersey	3	1.35%
New Mexico	0	0.00%
New York	16	7.17%
North Carolina	1	0.45%
North Dakota	0	0.00%
Ohio	10	4.48%
Oklahoma	1	0.45%
Oregon	5	2.24%
Pennsylvania	10	4.48%
Rhode Island	0	0.00%
South Carolina	2	0.90%
South Dakota	1	0.45%
Tennessee	2	0.90%
Texas	9	4.04%
Utah	3	1.35%
Vermont	3	1.35%
Virginia	8	3.59%
Washington	5	2.24%
West Virginia	1	0.45%
Wisconsin	5	2.24%
Wyoming	0	0.00%
	223	100.00%

## Appendix G

### Complete list of all survey questions with responses

1. How are nurses viewed by your family and friends?

They are highly respected	108
They are somewhat respected	106
They are not very well respected	12
They are not respected at all	2

2. Do you think that nursing would be a rewarding profession?

Yes, it would be very rewarding	75
Yes, it would be somewhat rewarding	109
No, it would not be very rewarding	33
No, it would not be rewarding at all	8

3. If you were to become a nurse, how much money would you expect to be paid for your first nursing job?

Less than \$20,000	39
\$20,001-\$40,000	112
\$40,001-\$60,000	67
\$60,001-\$80,000	14

4. If your school offered a 2-hour session to describe the benefits and opportunities of nursing, how interested would you be in attending?

Not at all interested	66
Not really interested	80
Somewhat interested	65
Very interested	17

5. If you were to get a degree in nursing, how hard do you think it would be to get a job?

Very hard	13
Somewhat hard	71
Somewhat easy	107
Very easy	38

6. What types of people go into nursing?

Only women	3
Mostly women	151
Equal numbers of men and women	72
Mostly men	0

7. Do you think that you would enjoy a career in nursing?

I would really enjoy it	16
I may enjoy it	70
I don't know if I would enjoy it	69
I would not enjoy it	75

8. If you were to become a nurse, how do you think that your performance would be?

Poor	17
Average	66
Above average	109
Outstanding	38

9. Please indicate your gender:

Male	86
Female	137

10. Please indicate your age:

15	60
16	80
17	62
18	20

## 11. Please indicate your ethnicity:

White	165
Latino	8
African American	13
Asian	19
Other	5
Decline to answer	12

## 12. Please indicate which state you live in:

Alabama	3
Alaska	2
Arizona	4
Arkansas	1
California	27
Colorado	3
Connecticut	5
Delaware	1
Florida	10
Georgia	8
Hawaii	1
Idaho	1
Illinois	10
Indiana	4
Iowa	2
Kansas	2
Kentucky	4
Louisiana	2
Maine	1
Maryland	7
Massachusetts	8
Michigan	8
Minnesota	10
Mississippi	1
Missouri	7
Montana	0
Nebraska	2
Nevada	1
New Hampshire	3
New Jersey	3
New Mexico	0



New York	16
North Carolina	1
North Dakota	0
Ohio	10
Oklahoma	1
Oregon	5
Pennsylvania	10
Rhode Island	0
South Carolina	2
South Dakota	1
Tennessee	2
Texas	9
Utah	3
Vermont	3
Virginia	8
Washington	5
West Virginia	1
Wisconsin	5
Wyoming	0