

Content Analysis: Facebook Groups

I'll be gathering aspects from the following categories.

General Information

- Name
- URL
- Date accessed
- Group category
- Other info (website, location, etc...)

Description Summary

- Pertinent items, summarized as best I can

Group Composition

- Composition of members - number and types of members (Race based on picture and name)
- Composition of leaders: administrators and officers
- Relevant Related Groups [race/campus climate related, political]

Activity Summary

- Photos, Videos, Posted Items
- Discussion Board
- Wall Posts
- Latest news

Full Text for Coding

- Full Description
- Discussion Board
- Wall Posts

Group Listing

1. Pro-Chief People Wouldn't Know Racism if it Bit Them on the A\$\$!
2. I'M anti anti-Chief People
3. If you hate the Chief then I hate you
4. F*** the Chief
5. Do "It" For the Chief
6. RIP Chief Illiniwek, Forever in Our Hearts
7. The Native Americans Almost Had Their ENTIRE RACE Taken From Them.
8. Chief Illiniwek Forever.
9. Signatures for the Chief
10. When I went to U of I we had a Chief
11. Bring Back the Chief
12. You took our Chief but you will never take our money (again)!
13. Anti-Chief
14. Don't Like the Chief? Go Somewhere Else... fuckin Idiots!
15. Chief Illiniwek, We Will Never Forget
16. Save the Chief
17. We'll Never Forget Chief Illiniwek

Pro-Chief People Wouldn't Know Racism if it Bit Them on the A\$\$!



<http://uillinois.facebook.com/group.php?gid=2243474948> | 10.17.07

Common Interest - Politics

Description Summary

- Reaction to Chief protests, “not an issue of school tradition and pride, it's an issue of human decency and respect for one another”
- Pro-Chief people are mostly white, and white people generally understand racism less
- The Chief is hurting a mass of people (NA) and people should have empathy
- Can be no compromise, it's a degrading tradition
- Is it really worth it? How much does it truly hurt you?

Group Composition

Member Composition

- 78 members
- 23 Black, 25 Latino/a, 5 Asian, 4 White, 10 unknown

Admin and officer Composition

- **Admin:** Hetal Bhatt (Stanford, UIUC Alum), probably Latino
- **Aadmin:** Devin Chambers (creator), unknown

Relevant Related Groups

- [America's Nightmare: Young, Gifted, & Minority](#)
Student Groups - Ethnic/Cultural Groups
- [Central Black Student Union \(CBSU\)](#)
Organizations - Community Organizations
- [Chime Asonye for Student Trustee](#)
Student Groups - Student Government
- [Students Against Racially Themed Parties](#)
Common Interest - Current Events

Activity Summary

- No photos, videos, or posted items
- 4 discussion board posts
- 44 wall posts

I'M anti anti-Chief People.

<http://uillinois.facebook.com/group.php?gid=2202585035> |
10.31.07

Description Summary

- The description is really very elementary – the group identifies itself as a place for people who love the Chief and do not love anti-Chief people.



Group Composition

Member Composition

- 32 members
- 0 Black, 0 Latino/a, 1 Asian, 24 White, 5 unknown

Admin Composition

- **Admin:** Sara Prokup (creator), unknown

Relevant Related Groups

- [Chief Illiniwek Forever.](#)
Common Interest - Beliefs & Causes
- [Don't Like the Chief? Go Somewhere Else...fuckin Idiots!](#)
Student Groups - Social Groups
- [Illini Basketball Has the Best Team In the Nation!!!](#)
Sports & Recreation - College Sports
- [Signatures for the Chief!](#)
Common Interest - Current Events

Activity Summary

- No photos, videos, or posted items, discussion board posts, or wall posts

If you hate the Chief then I hate you

<http://uillinois.facebook.com/group.php?gid=2244142264> | 11.1.07

Office: Uillinois | State: IL | Just for Fun – Outlandish Statements

Description Summary

- The description is really very elementary –it bids users to invite everyone and it claims to be a creation as a result of a joke that was had at a dinner conversation.

Group Composition

Member Composition

- 19 members
- 1 Black, 0 Latino/a, 1 Asian, 15 White, 2 unknown

Admin and Officer Composition

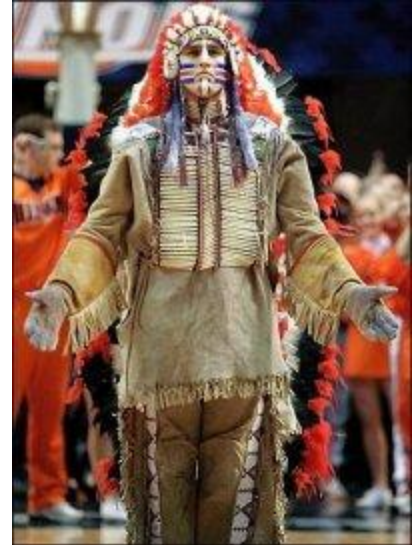
- No administrators

Relevant Related Groups

- [Man Law](#)
Common Interest - Religion & Spirituality
- [1,000,000 Strong For Stephen T Colbert](#)
Student Groups - Political Groups

Activity Summary

- No photos, videos, or posted items, discussion board posts.
- 1 wall post



F*** the Chief

<http://uillinois.facebook.com/group.php?gid=2200107126> | 11.04.07

Description Summary

- Fairly straight forward – the group identifies itself for students who believe the Chief is a racist mascot (note the use of mascot) and does not honor Native American heritage.



Group Composition

Member Composition

- 255 members
- 64 Black, 50 Latino/a, 14 Asian, 64 White, 19 unknown

Admin and Officer Composition

- Ro Nu (UIUC Alumni 2006, race data unavailable)

Relevant Related Groups

- [America's Nightmare: Young, Gifted, & Minority](#)
Student Groups - Ethnic/Cultural Groups
- [Barack Obama \(One Million Strong for Barack\)](#)
Common Interest - Politics
- [Anti-chief](#)
Common Interest - History

Activity Summary

- 31 discussion topics
- 26 wall post
- 4 pictures
- No posted items or videos

Do “It” for the Chief

<http://uillinois.facebook.com/group.php?gid=2243089638> | 11.07.07

State: IL | Sports and Recreation – College Sports

Description Summary

- A group used to organize people to mourn the Chief’s last dance as well as show disapproval for the board’s decision. It doesn’t appear to have been overly successful.

Group Composition

Member Composition

- 148 members
- 1 Black, 6 Latino/a, 3 Asian, 109 White, 12 unknown

Admin and Officer Composition

- Andy Leitner (information unavailable)

Relevant Related Groups

- [Chief Illiniwek Forever.](#)
Common Interest - Beliefs & Causes
- [Illini Basketball Has the Best Team In the Nation!!!](#)
Sports & Recreation - College Sports
- [Signatures for the Chief!](#)
Common Interest - Current Events

Activity Summary

- 3 wall post
- No photos, posted items, discussion topics or videos



RIP Chief Illiniwek, Forever in Our Hearts

<http://uillinois.facebook.com/group.php?gid=2244179639> | 11.07.07
www.uillinois.edu/chief | Student Groups - General

Description Summary

- The group cites the date the Chief was removed and declares 'bullshit'

Group Composition

Member Composition

- 144 members
- x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- No Administrators
- Jim Webb, label: Chief (White or Latino)

Relevant Related Groups

- [Chief Illiniwek Forever.](#)
Common Interest - Beliefs & Causes
- [Signatures for the Chief!](#)
Common Interest - Current Events
- [We'll Never Forget Chief Illiniwek](#)
Sports & Recreation - College Sports

Activity Summary

- 2 discussion topics
- 5 wall post
- No photos, posted items or videos



The Native Americans Almost Had Their ENTIRE RACE Taken From Them.

<http://uillinois.facebook.com/group.php?gid=2246135876> | 11.12.07

Common Interest - Politics



Description Summary

- “Step outside of your bubble, and AT LEAST let them keep their Chief sacred.”

Group Composition

Member Composition

- 41 members
- x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- Admin: Shawn Pickett (unknown)

Relevant Related Groups

- None

Activity Summary

- 11 wall post
- No photos, posted items, wall posts or videos

Chief Illiniwek Forever.

<http://uillinois.facebook.com/group.php?gid=2200124869> | 11.12.07

Common Interest – Beliefs and Causes



Description Summary

- The group identifies itself as comprised of people who love the Chief. They give a description of what the Chief means to them (and potentially the university) based on a quote taken from honorthethechief.org

Group Composition

Member Composition

- 7925 members
- 300 person sample: x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** Katie Colias (white)
- **Officer:** Tim Bensman (Understands that his dance is not completely accurate, however, is very entertained by his leaps and)
- **Officer:** Justin Spaid (Might Support the Pittsburgh Non-Racial or Occupationally Affiliated Humans)
- **Officer:** Jeffrey 'Jeef' Gross (First Officer)
- **Officer:** Katie LaPointe (Grew Up With The Chief, So He Can't [profanity] Leave)
- **Officer:** Michael Fink (Hate on Him, Hippie Douches)
- **Officer:** Kate Vanek (Not Hostile Nor Abusive)
- **Officer:** Chris Paolinetti (Hopes this is some sort of sick, tasteless joke)
- **Officer:** Kyle Cline (Chief Illiniwek XXXV)
- **Officer:** Tim Herrmann (Now That's Just Ridiculous)
- **Officer:** Jason Mickey (Thinks We Are Safe)
- **Officer:** Jingzhou Yan (White Chief Protestors Piss Him Off)
- **Officer:** Anthony Brown (BULLSH.....)
- **Officer:** Brittany Wounded Arrow (Brittany Wounded Arrow)

Relevant Related Groups

- [University of Illinois: Class of 2011](#)
Student Groups - Social Groups
- [1,000,000 Strong For Stephen T Colbert](#)
Entertainment & Arts - Celebrities
- [I Was Around When Illinois Beat #1 Ohio State...](#)
Sports & Recreation - College Sports
- [Illini Pride](#)
Student Groups - Clubs & Societies

Activity Summary

- 27 photos
- 116 Discussion Topics
- 220 Wall Posts
- No videos or posted items

Signatures for the Chief!

<http://uillinois.facebook.com/group.php?gid=2242487303> | 11.07.07

Common Interest – Current Events | <http://savethechief.blogspot.com>



Description Summary

- This groups' purpose was to collect nearly 17,000 signatures, the holding capacity of Assembly Hall, to show support for the Chief
- The group calls out for people who would be willing to pull their donations to the U of I to protest the decision

Group Composition

Member Composition

- 1125 members
- 300 person sample, x Black, x Latino/a, x Asian, x White, x unknown

Admin and officer Composition

- **Admin:** Jason Baker (unknown)

Relevant Related Groups

- [Chief Illiniwek Forever.](#)
Common Interest - Beliefs & Causes
- [Save the Chief](#)
Common Interest - Beliefs & Causes
- [We'll Never Forget Chief Illiniwek](#)
Sports & Recreation - College Sports
- [1,000,000 Strong For Stephen T Colbert](#)
Entertainment & Arts – Celebrities

Activity Summary

- 1 photos
- No videos or posted items
- 7 discussion topic posts
- 38 wall posts
- Recent News
 - Over 14,000 names added, and still going strong! Keep passing it on!

When I went to U of I we had a Chief.

<http://uillinois.facebook.com/group.php?gid=2242284740> | 11.12.07

City: Champaign, IL | Common Interest – History



Description Summary

- The group identifies itself as for members who went to UIUC before the 'Chief was stolen' from them
- It also calls for support to fire one of the Board of Trustees against the Chief, Lawrence Epply.

Group Composition

Member Composition

- 886 members
- 300 person sample: x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** Jason Danger Fowler (unknown)

Relevant Related Groups

- [Chief Illiniwek Forever.](#)
Common Interest - Beliefs & Causes
- [Illini Basketball Has the Best Team In the Nation!!!](#)
Sports & Recreation - College Sports
- [Chicago Suburbanites That Hate Having To Explain Where they Live When its Way Easier To Say Chicago](#)
Geography - Cities

Activity Summary

- 6 photos
- 4 Discussion Topics
- 8 Wall Posts
- No videos or posted items
- Recent News:
 - "This is what happens when you fuck a stranger in the ass."

BRING BACK THE CHIEF!

<http://uillinois.facebook.com/group.php?gid=2241857754> | 11.12.07

Common Interest – Current Events

Description Summary

- The group identifies itself as for members who are not happy with the decision and do not wish to let the “Chief die”
- It also calls for supporters to wear Chief logo clothing to games to keep the image alive

Group Composition

Member Composition

- 362 members
- 300 person sample: x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** Daniel Hymel (white)
Officer: Daniel Hymel (Wants the chief back!)

Relevant Related Groups

- [Chief Illiniwek Forever.](#)
Common Interest - Beliefs & Causes
- [Signatures for the Chief!](#)
Common Interest - Current Events
- [University of Illinois: Class of 2011](#)
Student Groups - Social Groups
- [Illini Pride](#)
Student Groups - Clubs & Societies
- [Illini Basketball Has the Best Team In the Nation!!!](#)
Sports & Recreation - College Sports

Activity Summary

- 1 Discussion Topic
- 18 Wall Posts
- No photos, videos or posted items
- Recent News:
 - “Here is a schedule for the week to honor the Chief:
<http://uillinois.facebook.com/event.php?eid=2247058297>”



You took our Chief but you will never take our money (again)!

<http://uillinois.facebook.com/group.php?gid=2246171842> | 11.28.07

Common Interest – Beliefs & Causes



Description Summary

- The group identifies itself as those who courteously yet firmly protest the removal of Chief Illiniwek performances by pledging never to donate “a single red cent” to the University of Illinois as Alumni

Group Composition

Member Composition

- 280 members, x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** Aaron F. Dubas (white)
Admin: Kevin Cukierski (unknown)

Relevant Related Groups

- [Chief Illiniwek Forever.](#)
Common Interest - Beliefs & Causes
- [We'll Never Forget Chief Illiniwek](#)
Sports & Recreation - College Sports

Activity Summary

- 1 Discussion Topic
- 44 Wall Posts
- No photos, videos or posted items
- Recent News:
 - BOT has voted to end Chief Illiniwek's use as the symbol of the University, voting to retire the Chief's name, regalia and image.

Anti-chief

<http://uillinois.facebook.com/group.php?gid=2200438836> |

11.28.07

Common Interest – History



Description Summary

- The group identifies itself to be for those who are against 'the mascot, the theme, the racism, or anyone who is just really annoyed with the hype'

Group Composition

Member Composition

- 257 members, x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** Jack McMillin (white)

Relevant Related Groups

- [Barack Obama \(One Million Strong for Barack\)](#)
Common Interest - Politics
- [1,000,000 Strong For Stephen T Colbert](#)
Entertainment & Arts - Celebrities
- [Anti-bush](#)
Common Interest - Politics

Activity Summary

- 15 Discussion Topics
- 34 Wall Posts
- 1 photo
- No videos or posted items
- Recent News:
 - This is a positive environment for people to share their feelings. Please be respectful of others' ideas even if you don't agree with them.

Don't Like the Chief? Go Somewhere Else... fuckin Idiots!

<http://uillinois.facebook.com/group.php?gid=2200776999> | 11.28.07

Student Groups – Social Groups | savethechief.com
ummm green street bars | campaign, IL

Description Summary

- The group identifies itself to be for those who are against 'the mascot, the theme, the racism, or anyone who is just really annoyed with the hype'

Group Composition

Member Composition

- 794 members,
- 300 person sample, x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** MaryBeth O'Connell (white)
- **Officer:** Eric Solverson (Man who does important stuff, unknown)
- **Officer:** MaryBeth O'Connell (Vice President, white)

Relevant Related Groups

- [Chief Illiniwek Forever.](#)
Common Interest - Beliefs & Causes
- [Illini Basketball Has the Best Team In the Nation!!!](#)
Sports & Recreation - College Sports
- [Fighting Illini Against Stupid NCAA Regulations That Are Holding Our Badass Mascot Hostage](#)
- [I Drink, I Party, and Damn it, I'm awesome!! \(Illinois Chapter\)](#)

Activity Summary

- 21 Discussion Topics
- 14 Wall Posts
- 1 photo
- No videos or posted items
- Recent News:
 - mmmmkay for the slow people....here's the deal. We aren't saying that it's stupid to come here for a good education, obviously we all want that. However, if that's what you're here for, then STOP BITCHING ABOUT THE CHIEF!!!! Let the people with school pride cheer him on, and you can just chill out!!!!



Chief Illiniwek, We Will Never Forget

<http://uillinois.facebook.com/group.php?gid=2241674720> | 11.28.07

Common Interest – Beliefs & Causes |

http://www.youtube.com/watch?v=ZB_VcK6wzGQ&mode=related&search=

Champaign-Urbana | IL



Description Summary

- A group meant to stand as a tribute to the memory of Chief Illiniwek, declaring him a symbol of pride

Group Composition

Member Composition

- 1704 members
- 300 person sample, x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** Dave Graffy (white)

Relevant Related Groups

- [1,000,000 Strong For Stephen T Colbert](#)
Entertainment & Arts - Celebrities
- [1,000,000 BEARS FANS](#)
Sports & Recreation - Professional Sports
- [Remembering the Chief](#)
Common Interest - History
- [I Was Around When Illinois Beat #1 Ohio State...](#)
Sports & Recreation - College Sports

Activity Summary

- 7 Discussion Topics
- 130 Wall Posts
- 3 photos
- No videos or posted items
- Recent News:
 - NCAA bans all connection between Chief Illiniwek and the University of Illinois.

Even if you aren't from the University of Illinois, I urge you to support us!

<http://www.youtube.com/watch?v=jCiSbWxo77M&mode=related&search=>

Save the Chief

<http://uillinois.facebook.com/group.php?gid=2209553676> |

11.28.07

Common Interest – Beliefs & Causes | www.studentsforchief.com

Champaign/Urbana, IL



Description Summary

- A group for anyone who wants to save the Chief, regardless of political views.

Group Composition

Member Composition

- 5267 members
- 300 person sample, x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** David C. Shier (white)
- **Admin:** Nathaniel Dubravec (unknown)
- **Admin:** Leon Wells (white)
- **Admin:** Paul Schmitt (white)
- **Officer:** David C. Shier (Group Creator/Treasurer, white)
- **Officer:** Leon Wells (Secretary, white)
- **Officer:** Paul Schmitt (President, white)
- **Officer:** Justin 'Starsky' Striebel (Web Design, white)
- **Officer:** Mitch Heap (Education, white)
- **Officer:** Steve 'Hutch' Bollinger (Membership, white)

Relevant Related Groups

- [Illinois Basketball](#)
Sports & Recreation - College Sports
- [1,000,000 Strong For Stephen T Colbert](#)
Entertainment & Arts - Celebrities
- [I Was Around When Illinois Beat #1 Ohio State...](#)
Sports & Recreation - College Sports
- [We'll Never Forget Chief Illiniwek](#)
Sports & Recreation - College Sports

Activity Summary

- 478 Wall Posts
- 31 photos
- 1 Posted item
- No videos or discussion topics
- Recent News:

○ *****SFCI T-shirts for sale*****

Our long waited for tshirt store is now online, go to the store and buy a shirt for you friends, family, and other Uofl and Chief supporters.

www.studentsforchief.com

****Join Students For Chief Illiniwek****

If you are interested in becoming a member of SFCI, you can go to studentsforchief.com and put your name on our email list to hear about our programs, initiatives, activities, and the history of SFCI, Chief Illiniwek, and the many tribes of the Illini Confederation. Just click on "Join SFCI Now" to get our emails.

We'll Never Forget Chief Illiniwek

<http://uillinois.facebook.com/group.php?gid=2242559324> | 11.28.07

Sports & Recreation – College Sports | <http://savethechief.blogspot.com>

Assembly Hall | Champaign, IL



Description Summary

- A group for 'those who died a little inside when the chief was retired' citing white anti-chief protesters and the NCAA as enemies of the Chief in the past
- The group claims it does not condone hatred of anyone of Native American descent and gives a long list of Chief performers over the years

Group Composition

Member Composition

- 4456 members
- 300 person sample, x Black, x Latino/a, x Asian, x White, x unknown

Admin and Officer Composition

- **Admin:** David Hughes (white)
- **Officer:** David Hughes (NCAA Hating Chief Supporter, white)
- **Officer:** Jermaine Raymer (The Pissed off Trustee Basher, unknown)
- **Officer:** Shea Carroll (The Pissed off Chief Illiniwek Officer, white)
- **Officer:** Max Wittler (Mahomet Rep, unknown)

Relevant Related Groups

- [Man Law](#)
Common Interest - Religion & Spirituality
- [Save the Chief](#)
Common Interest - Beliefs & Causes

Activity Summary

- 3 Discussion Topics
- 241 Wall Posts
- 19 photos
- No videos or posted items
- Recent News:
 - So sad to see the Chief gone.

Still taking officers but if some anti-Chief person makes me mad again, I'll appoint him Chief Illiniwek DCLXVI (guess what number that is).

"We love you Chief!"

Some links:

http://www.news-gazette.com/news/local/2007/02/07/former_chiefs_want_to_take_over_trademark

Here's some events

<http://uillinois.facebook.com/event.php?eid=2247058297>

Sign the Loyalty to the Chief petition and let the ignorant minority know how much we are outraged.

<http://www.thepetitionsite.com/takeaction/987672837>

Or go to this website

<http://www.dumpeppley.com>