This challenge is mostly related to **control** on the **quality** of the **audience** accessing participants' content and on the **amount of time** content is accessible on social media.

"I am a bit paranoid about social media (...) because it's all public, and **I never know who sees my comments**."

"There being this like **permanent record of everything** that you say (...), I have a fear now (...) after observing the ways that people's comments (...) come back to haunt them."