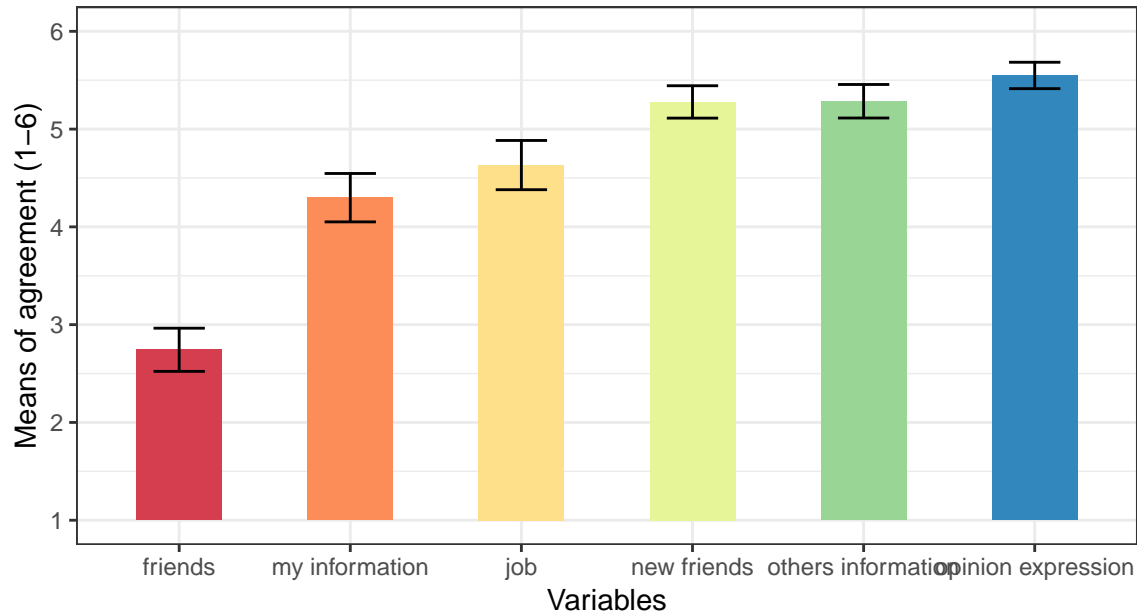


Participants use Facebook primarily to stay in touch with friends

Different reasons to use Facebook for



Errorbars denote the 95% confidence intervall of the mean.