

Code	Categories	Example
Entertainment	Posts are about a variety of things that range from fashion, food, music, electronics, and TV shows and is usually posted by a third-party source.	<p><i>Content: tag in a comment from a page</i></p> <p><i>Description: a page which posts memes; thhis [sic] one was one about wine from a popular web comic</i></p> <p><i>Caption: (my name)</i></p>
Information/Discovery	Posts that have informational value and are constructed with the intention of imparting knowledge. The information imparted is often about local/worldwide and current/past events.	<p><i>Content: It was a daily article about how freshman 15 jokes are harmful</i></p>
Self-Identification	Posts that are directly associated with the participant, either by reflecting some personal aspect of the self in a visual (e.g. a photo of the person tagged in it) or textual (e.g. a post that describes a past event that the participant was previously a part of) manner.	<p><i>Content: photo of two friends on university campus during move in week</i></p> <p><i>Description: (photo from a year ago with me tagged in it, shared from fb memories)</i></p> <p><i>Caption: can't believe this was a year ago!</i></p>

Bonding

Posts that are about friends and usually constructed by a friend or mutual friend. A common example is posts sharing, exchanging, discussing personal life events, updates, congratulatory posts, etc.

Content: I haven't been on here much lately, but had to finally get out of that winter coat. lol.
