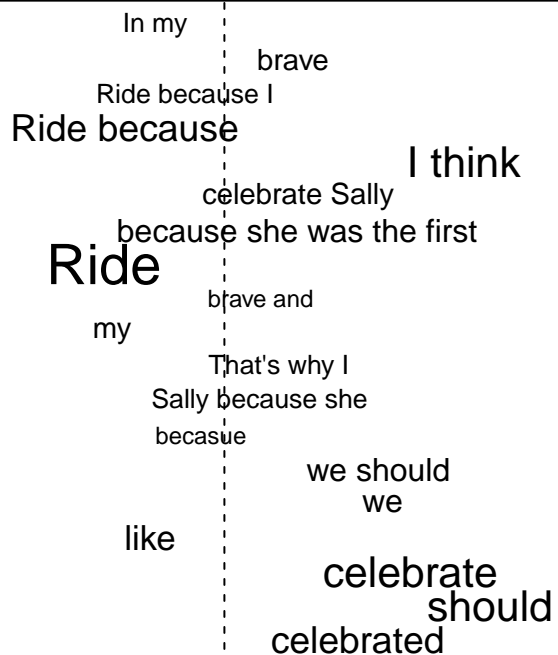


**G1 Social**



A word cloud for the G1 Social group. The words are arranged in a roughly rectangular shape, with a vertical dashed line at x=0.0. The words are: 'In my', 'brave', 'Ride because I', 'Ride because', 'I think', 'celebrate Sally', 'because she was the first', 'Ride', 'brave and', 'my', 'That's why I', 'Sally because she', 'becasue', 'we should', 'we', 'like', 'celebrate', 'should', and 'celebrated'.

Difference in Usage Rates  
(Treatment – Control)

**G2 Social**



A word cloud for the G2 Social group. The words are arranged in a roughly rectangular shape, with a vertical dashed line at x=0.0. The words are: 'Leonardo da Vinci', 'he', 'should celebrate', 'should', 'but', 'Ford should', 'think we', 'I made', 'I think we', 'opinion', 'celebrate', 'I would', 'do', 'pick', and 'greatest artist.'

Difference in Usage Rates  
(Treatment – Control)