**Purpose:**

The purpose of this study is to understand the reasons how Facebook users choose or reject ideas for posting on Facebook. You may have more ideas for posting than you actually post. We are interested in the posts that you reject, and understanding why they were rejected.

You may decide the post was not appropriate for all of your friends. For example, if you could selectively send messages to only your closest friends, do you think the content you share on Facebook would change? How about if you should share things with only your family? Our overall goal is to find ways to intelligently group your Facebook “friends” so that you can share your content with the right people.

**Your Task:** We want you to share with us the content you considered posting on Facebook but did not. Whenever you encounter a situation or a thought that you consider but reject, we ask that you send a text message to (xxx) xxx-xxxx with a short description of that content. At the end of every day, we will send you an e-mail linking you to a webpage where you will be asked to describe each of these text messages in more detail. For example, you will be asked to identify why you didn’t post that content, the people who you would have especially liked to see that content, and the people who you would have especially not liked not to see that content. Once you are done filling out the webpage, simply hit Submit and you’ll be done for that day! In total, the study will run for X days. On the Xth day, we will ask you to come in a final interview and debriefing where we will ask you about the content you shared with us through the web form.

**Payment:** You will be paid a $20 flat rate for completing the study. {In addition, you will be paid 0.25 for each piece of content that you share with us, up to a limit of $1.00 per day; OR In addition, for each piece of content that you share with us, you will be given a voucher that will enter you in a pool to win a $10-$20 raffle}