Participants will be screened to ensure that they fit the criteria for this study. They must be active users of Facebook (log into the site at least once per day) and they must refrain from posting content quite often (at least once per week). Participants will be invited to our laboratory on the campus of Carnegie Mellon University where we will obtain informed consent, introduce the study, and conduct a short, semi-structured preliminary interview to gain a basic understanding about the participant.

The main part of our research will be a ten-day diary study. Participants will be instructed to identify situations where they think of something they would like to post on Facebook but refrain from posting. When they encounter such a situation, they will send an SMS text message with a short description of what they would like to post to a number that we provide to them. Then, each night for the duration of the study, participants will visit a website that we create which will populate with the set of sms messages they had sent for the day. Participants will fill in the following information for each message:

1. Describe this post in detail.
2. Why did you not want to post this to Facebook?
3. Identify Facebook friends who you would especially want to see this post. Also briefly describe your relationship with these people.
4. Identify Facebook friends who you would not want to see this post. Also briefly describe your relationship with these people.

After the diary study has been completed, participants will return to the laboratory for a semi-structured interview with the researchers. During the interview we will discuss the information collected during the diary study, including characteristics of the friends they did and did not want posts to be shared with and the content of the posts themselves.

To be compensated for their participation in the study, participants must attend both interviews and have submitted and answered the questions for a post on at least 7 of the 10 days of the study. Participants will be compensated a flat $20 for participation in the study. In addition, participants will be compensated $0.25 per post, up to a maximum of 5 posts per day.