**Purpose:** The purpose of this study is to understand the reasons why users (like you!) of social networking sites decide not to share certain content with their “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 SNS “friends” so that you can share your content with the peace of mind that no one but the people you want will be able to see it.

**Your Task:** We want you to share with us the content you would have liked to post on Facebook but did not for some reason. Whenever you encounter a situation or a thought that you would like to share with some of your friends on Facebook, but decide not to, 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}