Separate concerns (professional, family,	separation
General feeling of not wanting to revealstuff.	privacy
"Yes", with no reason given	yes
Protection from other people	safety
Use of a pseudonym to connect identities or be discoverable.	discoverability
Use of a pseudonym, but not trying to hide one's identity.	nothide
Force of habit	habit
Used a nickname or variation of offline names.	reuse
Saying things without fear or repercussions	expression
For entertainment or creative purposes	creative
Hiding activities from everyone	hide
Conform to community norms, fit in with others.	conform
The system is spying on me, merging my accounts, and sharing data.	spy
Online identity more closely matching trueself.	identity
Hacking the system – extra accounts, _ circumventing age restrictions	system
Several online identities kept separate	bespoke
Mentioned the Google+ "real names" policy	plus
Dislike real name	disnomia
Posting intimate thoughts and feelings	<mark>i</mark> ntimate
Anything about sex. –	sex
Avoid being judged unfairly	discrimination
	0 20 40 60