To exaggerate, fabricate, falsify, orembellish to enhance image	playup
To preserve privacy or prevent identity linkage	privacy
Do lie, but without explanation -	yes
To omit, distort or falsify to blend inwith others	conform
To make seem less significant, e.g stop people from worrying	playdown
"to mess with people", fun,entertainment, humour, boredom.	creative
Escape or end awkward or difficult interactions, politeness, butler lies	mitigate
Hacking the system – extra accounts, _ circumventing age restrictions	system
To protect self -	safety
To trick people, falsely gaining trust to achieve some goal	soceng
To backing up lies told elsewhere -	coherence
To experiment with altering aspects of identity to explore effects on interactions	explore
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