

\$GYHQW RI 7KH 1HZ 0HGLD 7KH LQIOXHQB
H[WULQVLF PRWLYDWRQV RQ)DFHERRN DPRQJ
)DFHERRN DPRQJ \RXQJ 0DOD\VLDQ DGXOWV

Wan & KLQJTHHuan 3HUL\DDIG *9

8QLYHUVLWL 7XQNDEGWO BDKBBQWLYH LQGXVWULHV

SEVWUORFVLDQ QHWZRNLQJ VLWHV KDYH ERPEBVLQR QPLSR SWBDSOHFKDQD
OLYHV 2QOLQH SKRWR VKDULQJ ERW\SKHVRIDDMWRIHIDFFZQVLDQSBGXCRDUJLDA
SXUSRVH RI WKLV UHVHDFK LV WLR DQG GH[WULQVLF PRWLYDWRQV RQ LQV
VKDULQJ EHKDYLRXUV RQ)DFHERRN DFKHF RQVFXGJ QZL OGI JDOGR QHJ DRLOLQJ IS
VKDULQJ \$ QRQ UDQGRP SXUSRVLYW DORSOLQDQDSSURDQ KRJXQWK B G H G W D
EHWZHHQ DQG "DWD ZDV FRODLUMHGL V WDU IDE X MH G DRQH GDFXHE R R NR Q
V KRZ WKDW LQWULQVLF DQG H[WULQVLF PRWLYDWRQV KDYH SRVLW
EHKDYLRXUV RQ)DFHERRN ,QWULQVLF PRWLYDWRQV V KRZH G D VWU
EHKDYLRXUV 7KHUH ZDV QR VLJQLILFDQV RIRKSR ERWZKHUL OSJLYDF
EHKDYLRXUV RQ)DFHERRN 7KHUH ZDGHUOV BQQW KGHILUHRGIEGHESKZMR
EHKDYLRXUV +RZHYHU PDOHV V KRZH GUGLW KWRU BQDQYQFI SFRQVRI UQKD ULQ
)DFHERRN

,QWURGXFWRQ

2QOLQH VRFLDO QHWZRNLQJ VLWHV D KRYXQJ DVLQHH CZ RULQCP HRCYGBIXW KSR S
)DFHERRN LV WKH PRV SRXODU WIRHFLDELOQVLRQ UPIDUNQFI KDW UAX ZSDV
> @ 5HVXOWV IURP D UHFHQW V W W X G H \ P R K R V Z H S R S X O D W U) D F H I E D R R N H L W Z R O
2QOLQH SKRWR VKDULQJ LV RQH RHEWRIN WRS DSSGLDQDQDQDQW LQVHG RR
FRQVXPHUV XSORDG WKHLU SKRWRNRQ @ RBDMDRQLHWZRIJNDV HXR RND X V H
DV 0DOD\VLD DUH \RXQJ DGXOWVLRQV K H @ J H H U Q M K S R O Z I R P H A B S B U M H P R U H
RQ VRFLDO PHGLD DV ZHOODV LQ RQOLQH SKRWR VKDULQJ > @

,Q VHYHUDO VWXGLHV RQ RQOLQH VKDULQJ EHKDYLRXUV WKHRUL
H[FKDQJH WKHRU\ VRFLDO FDSLWV DZ HDUHG GULQHZ Q R F Q L D W R F R H Q S W H I \$ S B D W K
WR VKDUH 5HVHDFK HUV KDYH IRXVQY D W K L D R Q V Q E V R M K Q D E R V D Q G D H F W M E Q Y
DQG DUWHIDFW VKDULQJ EHKDYLRXUV RQ RQODQNRVRIHNDQ QHRVIZR YHWWL
RI XVHUV DIIHFV WKHLU RQOLQH SKRWR VKDULQJ EHKDYLRXU

3UREOHP VWDWHPHQWV

\$NH\TXHVWLRQZRXOGEHZKDWPRWLYDWRQV D W H L O D D O S X H W R Q G G I B Q V I Q F C E H W I
6KDULQJ SKRWR RQOLQH LV RQH R D F W E R R N R V W @ S D X O D U D E W R Y U D S E
0DOD\VLDQ)DFHERRN XVHUV > @ W S H F H H D W F K Q D D W S H R R E H R G V O L L Y P L W W
IRFXVHG RQ WKH)OLFNU RQOLQH F R P P X Q L W I D L Q W K H U S Q I L W H Q R 6 S X E W H V
PRWLYDWHV XVHUV WR VKDUH WKH G D V B R U W H R V U R G L Q D F R H C R Q H S K R V O R D
)DFHERRN LQ WKH 0DOD\VLDQ FRQVSRUHS L D R Q Y G F H R V Q W Q L E S S R H U W H X Z I L W V R
VWXG\ DV JHRJUDSKLFDQ DQG F X O W H H Q W G I L Q I G I L U Q V F H V @ D Y K H V R S D F W
SKRWR VKDULQJ EHKDYLRXUV RQ)DFHERRN D K D A X R R W W E H W Q D V S H F W U Z K E
VWXG\

&RUUHVSRO@IKQQDYXWKRUVDU HGX P\

VRIWZDUH FRQWULEXWRUV SODFHG JUHDWHU HPSKDVHV RQ VHOI GHYH
VKRZHG WKDW XVHUV UDWHG WKHJ PRRWLYDYLWLRQ IRUIUWV B MWU WULIRQQ QV I
)DFHERRN > @ 7KHUHIRUH LW FDOVEHQ KASRDQKWH ULHJ DG WLLRQW KW B SEHJHW
DQG IRXQJ ODOD\VLDDQ DGXOWV RQDFHERRN SKRWR VKDULQJ EHKDYLRXU F
5HVHDUFK TXHVWLRQ WKUHH DLPWL FPRWLG DRKLV RLV ISODWU LDQ VMFU RQJH
SKRWR VKDULQJ EHKDYLRXU 2QH WVLXQV VZKHUZH G FRUKD WLIU Q MWUEQ QMF ZK
OHDHQG WRZDUGV H[WULQXVLF PRWQV WLVV QVDF Q EOH KLSRHW KWKH] HPG [WCK
GLIIHUHQFH LQ WKH LQIOXHQLR WJW R DW LRIQLV WJL L R X Q B D DGDHYV WDW Q D V L X
EHKDYLRXU RQ)DFHERRN

5HVHDUFK TXHVWLRQ IRXU DLPV VZRIHQYXV WUWU JDT WSHUW KID FAHGBDQERIQW
WKHLU RQOLQH SKRWR VKDULQJ EHKDYLRQ RQ DG HQG WYBDMWE R/RNH UBULR LDQY
XVHUV SULYDF\ FRQFHUQ DQG WKH RUL EHKDYRQRXRF LDDU Q HFLZSDQNLQJ
FRQFHUQHG ZLWK LGHQWLW\ LQIRUPD WIRWQLBZ WFKIRLVX LSH RIQ G HD ZIOVIRI
VHWWLQJ > @ %DVHG RQ WKLV +SRWKKHUVL VLVRXUV ZDQ L IIRFDPQW DUWHGQV
FRQFHUQ DQG IRXQJ ODOD\VLDDQ DGRXOWRQ RQDFHERRN SKRWR VKDULQJ EH
*HQGHU GLIIHUHQFHV LQ RQOLQH SKRWRV RQWK DQLQ SUHEHLDKWL RJIUV DUHFK
KDYH VKRZ WKDW IHPDOHV SRVWHG 2QRSWL SKRWRV RQW/KWQ IPDWHV SDU
JUHDWHU ULVN WDNLQJ DWLW XGMLW D QG IZHUHPD WLRQV GRQFFORUQXHG ZLW
PRUH FRQFHUQ RYHU WKHLU SULYDFRUKDGLDHOV WRLM QDGVHEXW@VWDOE
DQG VL[ZDV IRUPXODWHG WKDWLWUW RQFHHL QV RDXQJ QD QDFDQ WQJ B Q B Q
EHKDYLRXU RQ)DFHERRN DQG WFKBWE M K ZHUHQ L P D D N V J D Q Q B B E Q D O G M I R I Q
IRXQJ ODOD\VLDDQ DGXOWV RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)D

0HWKRQ

7KH RQOLQH TXHVWLRQQDLUH IRU HPEHU Y XBIQ WLFWHEWRYN LQW XIBO DWDLU
SXUSRVLYH FRQYHQLHQW VDPSOLQW VZDRUXW KGVWVWV R SW DUKH VPKH SDUWV
DOVR NQRZQ DV WKH VQRZEDOO VDW B ELQH TXH WKG GG D D D X Y K I G R C R E E B
WKH YHUVLRQ RI)DFHERRN ZDV B Q Q X Z F W U H G U X D V F K O I G Q R O X G K W S K O U W
ZDV IURP IRYHPEHU WR \$SULO FRQYK M V R H Q I R Q H D T X R W W D R R I Q D L T X I H
XVHG LQ WKLV VWXG\ ZHUH YDOZGHUW HYG DQ G D K V H B U L J D Q D Q Q W X G H B U H V
WKH VWXG\ FRQVLVW RI WKH LQGHYSDMLQ R Q W Q M D R A P D H E Q V D Q G I F R W P L W P H R
VHOI GHYHORSPHQW UHSXWDWLRQ DQG UHFLSURFLW\ DQG WKH GH
EHKDYLRXUV 8VHUV RQOLQH SULYDFRDEBDEBHQWZLQ BHEHI DQ LQSBDSM
WKDW LV SKRWR VKDULQJ EHKDYLRQ RQ DWEMER RNO 6BQ6 QDV V X D Q G
PXOWLSOH UHJUHVVLRQV DQG LQGHYSDMLQ R Q W Q M D R A P D H E Q V H V W H K W S L D R W V W E V W R F V
UHOLDELQW\ RI WHEH Y F D O H V R Z D W K H O U R Q E D F K V D O S K D 2 X W R I
SDUWFLSDQWV ZHUH XVHG LQ WKLV VWXG\

5HVXOW

'HPRJUDSKLF SURILOH)DFHERRN XVDJH

2XW RI UHVSRRGHQWV D WRWV D H B I L Q W D O L G V B G W L F A L S D Q D W Z H U H
SDUWFLSDQWV DJH ZDV EHWZHHQ ORFQV RI WDKUW SRDQGW DFLS QV V V
ODOD\VLDDQ)HPDOH SDUWFLSDQWV D O V H D S F B R W Q F L S D Q R W D F F R X Q D H I G
RI WKH SDUWFLSDQWV ZHUH XZRYLWILQ L D G X O W G H Q W V R I W K H R S Q U W
DQG XQHPSOR\HG ODMRULW\ RI WKH SDUWFLSDQWV KDYH EHHQ)DFHERRN PH
PHPEHUV RI)DFHERRN IRU VL[WR W K Y H P Q K C H Y H E H S Q V R M P E C H R V R I) D R H E
(HUV DQG RQ\ ZHUH PHPEHUW H B V O R N V U W K Q G W M K B H H X V H D W V K Q G
WKH SDUWFLSDQWV KDG PRUH EHWZHHQ IULHQGV LQ WKHLU SU
ZHHNGD\ RI SDUWFLSDQWV V B Q V D F E H E R B N H Z K R O H H W R I R Y W K I R X S
EHWZHHQ ILYH WR WHQ KRXUV RQ R D J H W R K D Q \$ W R X X U D O R Q) D F H E R R N
RI WKHP VSHQW OHVV WKDQ DQ KRXU RQ)DFHERRN
1XPEHU RI SKRWRV VKDUHG 3DQWLSKR B R Q W W K Z I N U H D Y H N F X G U R Q W R Z
WRWDO RI RI WKH SDUWFLSDQWV VKDUHG WR SKRWRV RQ)
WR SKRWRV KDG VKDUHG OHVV WKDQ D SKRWRV RQ)DFH
DQG SKRWRV RQ)DFHERRN S/KRWRG DERXW SRQ QHRG WKDW
EHWZHHQ DQG SKRWRV DQG DQ B Q G H U S K R W R V H G E H M K Z H W H G
DQG SKRWRV DQG RI WKHP V B R W S H Q R H O W W K Z H O W D O S K R V R N H G
WKH W\SH RI SKRWRV (YHQWV VHOI SRUWDLW IULHQGV IDPLOW\ SHV

)DFHERRN)RU HYHQWV RI WKRIWHQSRQDQHVSQRWRG RKHYHZRW
UHVSRQGHG VRPHWLPV UHVSRQGHG DOZDV UHVSRQGHG U
SKRWRV ZHUH OHVV IUHTXHQWO\ VRXUHQGDWUHO\ RKDWKHHSKVDLFCVWKBW
UHVSRQGHG VRPHWLPV UHVSRQGHG RIWHQ UHVSRQGHG
DOZDV 7KH IUHTXHQF\ RI VKDULQJ SKRWRV RQ IDPLO\ SHWV DQG DQL

5HVXOWV RQ +\SRWKHVLV 7HVWLQJ

5HVXOWV IRU K\SRWKHVLV RQH V\KRZHG DE MWZLHQDF DQWUSRVLWLPYHWR
VKDULQJ ~~F=100, p<.001~~ XURWK WKH LQWULQVLF ~~p=.58, p<.001~~ WDW DQ RRPHLWRPHQV
.47, p<.001) VKRZHG D VLJQLILFDQW SRVLWLYHD ~~F=100, p<.001~~ ERQJHEHNDYRQXZLW RQRQD
+\SRWKHVLV WZR WKHUH ZDV VLJQLILFDQW ~~F=100, p<.001~~ SRVSRWRV ~~F=100, p<.001~~ RKDUHQDVELRQ
PRWLY ~~D=100, p<.001~~. 7KH H[WULQVLF PRWLYDWLRQ ~~F=100, p<.001~~ UHVSXWVWLRQRSP
p<.001) DQG UHF\ ~~F=100, p<.001~~ W\VKRZHG VLJQLILFDQW SRVLWLYH ~~F=100, p<.001~~ LFRJUEHNDYRQXZLW
RQ)DFHERRN 5HVXOWV IRU K\SRWKHVLV WKUHH ~~F=100, p<.001~~ VKRZHG WKDW WKH LQ
DQG FRPLWPHQW p ZHUH VWURQJHU SUHGLFWLRQV ~~F=100, p<.001~~ FRSDUH
VHOI GHYHORSHQW ~~F=100, p<.001~~ UHSXWDWLRQ p DQG UHFLSURFLW\
p +\SRWKHVLV IRXU VKRZHG WKUHH ~~F=100, p<.001~~ UHVSXWVWLRQRSP
EHKDYLRXU DQG ~~F=100, p<.001~~ ERQJHEHNDYRQXZLW IRU K\SRWKHVLV ILYHDQWRZ
JHQGHU GLIIHUHQFH EHSDHQ PODOHV IHPDOHV LQ WKHLU RQOLQ
VKDULQJ EHKDYLRXU ~~F=100, p<.001~~)DFHERRN ~~F=100, p<.001~~ W\K\H\KHZHV D VLJQLILFDQW
DQG IHPDOHV LQ WKHLU RQOLQH ~~F=100, p<.001~~ SKRWRV ~~F=100, p<.001~~)DFHERRN ~~F=100, p<.001~~ XURWK
M SD 7KH UHVXOWV DUH VXPPDULVHG EHORZ

7DEOHXPPDU\ RI UHVXOWV IURP +\SRWKHVLV WHVWLQJ

+ \SRWKHVLV	5HVXOWV
+ 7KHUH LV D VLJQLILFDQW UHODWLRQ F=100, p<.001 ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN	
+ 7KHUH LV D VLJQLILFDQW UHODWLRQ F=100, p<.001 ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN	
+ 7KHUH LV D VLJQLILFDQW GLIIHUHQFH F=100, p<.001 ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN	
+ 7KHUH LV D VLJQLILFDQW UHODWLRQ F=100, p<.001 ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN	
+ 7KHUH LV D VLJQLILFDQW JHQGHU F=100, p<.001 ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN	
+ 7KHUH LV D VLJQLILFDQW GLIIHUHQFH F=100, p<.001 ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN	

'LVFXVVLQR

5HVXOWV VXSSRUWHG K\SRWKHVLV WR ~~F=100, p<.001~~ SUWKHRXU ~~F=100, p<.001~~ ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN

+ \SRWKHVLV WZR RQ H[WULQVLF PRWLYDWLRQ DQG RQOLQH SKRWRV SUHYLRXV UHVHDFK)LQGLQJV ~~F=100, p<.001~~ ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN

)RU K\SRWKHVLV WKUHH LQWULQVLF PRWLYDWLRQV ZHUH VWURQJ RI)DFHERRN 'LIIHUHQW VRFLDO QHWZRUN FDWHU WR GLIIHUHQW W\SHV SUHVHQW LQ WKH RQOLQH QHWZRUN ~~F=100, p<.001~~ ERQJHEHNDYRQXZLW VLFDGXOWV\ RQOLQH SKRWR VKDULQJ EHKDYLRXU RQ)DFHERRN

VRFLDO QHWZRUN WKDW LV VRFLDFOQ QG FQDLR QVHRDQD QG KBYIH \$HQURVZQDQD
)DFHERRN XVHUV LQ WKLV QHWZRUN LQGXOJH LQ VKDULQJ SKRWRV IR
+ \SRWKHVLV IRXU ZDV UHMHFVCHG DRQWKSH HEHZVZHQH WLKQ LRQFQDQ
RQOLQH SKRWR VKDULQJ EHKDYLRXU FWHURQ \)DFHERRN QHLDG HMRSD QYDGF
VKDULQJ EHKDYLRXUV RQ)DFHERRN DQG QHLWKHU GLG LW GHWHU W
UHVHDFK WKDW KDV QRWHG WKH \)DFHERRN DQG QHLWKHU GLG LW GHWHU W
SULYDF\ FRQFHUQ RI XVHUV ZDV UMD VRIQXGL QWK D\K HWKQOS QHWF MRYHGOE
GHHSO\)DFHERRN KDV LQWHJUDWLQGLQSHQ KDYHON \)WRDLO W B RPDLQVHD QD
PDLQWDLQ FRPPXQLFDWLRQ WKURXJKV WDHUHQJ RRU V RQD Q HLRQ W HGWV
ULVN DQG QHJDWLYH FRQVHTXHQFHV DV D WKLVG SHUVRQ SKHQRPHQ
+ \SRWKHVLV ILYH ZDV UHMHFVCHG DWGLW KHLLHQZ EBLVQRJ MUDQGLV FDRW
EHKDYLRXU RQ)DFHERRN 3ULRU UHFRUDHU SKRWRWHQ KDYHON \)WRDLO W B RPDLQVHD QD
DQRWKHU VWXG\ LW ZDV UHDFRQHG LQK RQOWGH EHKDYLD B KWV DFDU REH
QHWZRUNLQJ VLWHV PD\ EH D SODFHUHZKHQHZ WIKFK FUHSDWDRQH RMRPL QD
HQYLURQPHQW DUH IRUPHG ZLWK MKK B IHHFHQ RHWQ HXVUDOL]LQJ DQ JH
+ \SRWKHVLV VL[LV DFFHSWHQ DW EHKDYLDHQV PDQVHJQGLFB RDV B LLIQ
SULYDF\ FRQFHUQ RQ RQOLQH SKRWRWHQ VRIQXGL QWK D\K HWKQOS QHWF MRYHGOE
LQ UHJDUGV WR WKHLU RQOLQH SUQYDF\ WRORJD EHERDN FRK B S B H W HGR V
LQFRQVLVWHQF\ EHWZHHQ XVHUV \)SULYDF\ FRQFHUQV DQG WKHLU DFW

/LPLWDWLRQV DQG 5HFRPPHQGDWLRQV

7KLV VWXG\ XVHG FRQYHQLHQW V DFRSLRQ JE B QG QVHJUDOLJHQH ,WK B VUSIV
ILQGLQJV RI WKLV VWXG\ WR RWKHLO VR SXODD VEHR QHSLRQFSDW B QOHRV MX
TXDOLWDWLYH DSSURDFK VKRXOGHEIL FRQGLQJ RU HFK LWR UHXVMDKHFK H Q KDX
EH DEOH WR GHQYH GHHSU LQW W LQGLVWLK XDC XGJHV S B FSKRYMR D QGUR

,PSOLFDWLRQV RI VWXG\

5HVHDFKHV DQG SUDFWLWLRQDQD QG XDUX\ HEWKHON LQDWD DQDQ EHRV WLV
OLIH WKHLU FRPPXQLW\ DV ZHORZ DWR SILFSLRQYH I K B WKB ULQV MUDKFWML RQ
VRFLDO ERQG WKDW VRFLHW\ VWRJLYHQ QHWR ZHRVNLQJHU VLRMHVXFRXQDQ
WR PDNH WKH XVHUV SKRWR VKDULQJ H[SHULHQFH PRUH HQMR\DEOH
HQFRXUDJH PRUH RQOLQH VKDULQJ EHKDYLRXUV

&RP6 Facebook passes Yahoo! Now the third most trafficked website worldwide
[KWWS ZZZ GLWLL FRP](#)
 6 (0XVWDID \$ +BIPDRF, GVLHQFH DQG +XPDQLW\
 6WDWLVWD *OREDOQRHFGDEO QHWRJYHGXVHURV ZHWUWDWLVWD FRP
 6W DActive social media penetration in Asian countries H WULHYHGWISURPZZ VWDWLVWD FRP
 716 /DUJHVW HYHU GLJLWDO UHVWDLQFRSROQHFEV KDHYLHDXUV DFRMRQUG
[IURP WWS ZZZ WQVJOREDQ FRP](#)
 6RFLDOEDNHUV +HDUW RI)DFHERRN EWDWRXQW EIV \$BWHULRQV
[KWWS ZZZ VRFLDOEDNHUV FRP](#)
 \$ 1 -RLQVRQ 'Looking at,' 'looking up' or 'keeping up with' people? Motives and uses of Facebook. Proceed
 twenty-sixth annual SIGCHI conference on Human factors in computing systems HDQ
 8. 1 - +XP 3 (&KDPEHUOLQ % / +DPEULGJH - \$Comp HRMDGZRRUG \$ &
 Behav
 2 1RY & <H Why do people share photos online? Antecedents of photos' postings on a family
 Americas Conference on Information Systems (AMCIS 2009) UDQFLVFR
 2 1RY 0 1DDP Proceedings of AAAI International Conference on Weblogs and Social Media
 (ICWSM, 2009), 6DQ -RVH & \$
 < .LP ' 6RKQ bmg in Online Behav
 (/ 'HF Byas, Intrinsic motivation and self-determination in human behavior OHQXP 1HZ <RUN
 3 0 %ODX Exchange and Power in Social HZ <RLQW\
 - 1DKDSLHW Acad. Mgmt V KDO 6
 . /DNKDQ Why Hackers do what they do. Q -)HOOHU %)LWJJHJUDOG 6 +LVVDP
 Perspectives in free and open source software 0,7 3UHVV &DPEULGJH 0\$
 2 Com. ACM,
 \$ \$FTXLV Proceedings of the Workshop on Privacy Enhancing Technologies, ± 5RELQV
 &ROOHJH &DPEULGJH 8.
 6 2UHJCorp. in Human Behav.,

0 :DVNR 0 MIS Quarterly, M
-)R JHO Comp.Hrk-R.Da Behav
\$ 0 .LPEURXJK 5 (*XDGDJQ Comp. in Human Fedat HOO - 'LOO
\$ 0HQGHQVRQ Look at DS Conflict Durability in college student Facebook photo
galleries. , Q = 3DSDFK The networked self Identity, community and culture on social network
sites, 5RXWOHGJH 1HZ <RUN
% \$ +XEHUPDQ ' 0 Info Science) :X -
6 \$KHUQ ' (FNOHV 1 *RRG 6 . L Proceedings of the SIGCHI conference on Human
factors in computing systems \$ & 086\$ 3UHVV
% 'HEDWLQ - 3 /RYHMRJ. Comp.+Related. Camn. +XJKHV
\$ /HQKDUW Teens, Privacy, & Online social networks.3HZ , QWHUQHW DQG \$PHULFD
5HSRUW