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The Effects of Self-Monitoring on the Facebook User Experience

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THE EFFECTS OF SELF-MONITORING ON THE FACEBOOK USER EXPERIENCE

A Thesis

Presented to

The Faculty of the Department of Psychology

San José State University

In Partial Fulfillment

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by

Pamela Eden T. Ong

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THE EFFECTS OF SELF-MONITORING ON THE FACEBOOK USER EXPERIENCE

by

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ABSTRACT

THE EFFECTS OF SELF-MONITORING ON THE FACEBOOK USER EXPERIENCE

by Pamela Eden T. Ong

Self-monitoring, or the individual differences in the extent to which people observe, regulate, and control their public appearances, has been studied in a variety of face-to-face domains such as friendships, romantic relationships, and work and organizational settings. The purpose of this study was to assess whether high and low self-monitors construct their identities on an online social networking site, such as Facebook, in ways that are consistent with their self-monitoring preferences for the face-to-face world. Social networking sites allow individuals to have members of all of their social networks present in a common setting at any particular time. This may lead to a predicament for people who are high self-monitors if they prefer to fit their behavior to a particular situation and a particular group of people. In Part 1, participants completed a self-report measure, which consisted of the Self-Monitoring Questionnaire, the Big Five Inventory, and an extended version of the Facebook Questionnaire. In Part 2, participants provided access to their Facebook profile for additional comparison between high and low self-monitors. High self-monitors were more concerned about and actively engaged in image management on Facebook, and image control concerns distinguished high self-monitors from extraverts. Contrary to predictions, low self-monitors were less active and interested in using Facebook. Findings suggested that high self-monitors adapt their image control desires to the limits and opportunities that currently exist in social networking on social networking sites.

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Introduction

Online social networking sites (SNS) have become a robust means of communication in today's society, especially among young adults. For many, they not only serve as a form of communication, but also as a means of self-expression and managing one's identity and lifestyle (Livingstone, 2008). Unlike traditional face-to-face social interaction, engaging in online social networking sites provide individuals with a unique opportunity for impression management. On these interactive Internet platforms such as Facebook and MySpace, individuals are able to present themselves in a profile with personal information, photos, videos, and ideas in any way they want through online self-presentation (Krämer & Winter, 2008). Online social networking allows for much more strategic self-presentation compared to face-to-face interaction because people can decide how they would like to exhibit themselves, which aspects of their personality they would like to display, and which photos may convey their best image.

Furthermore, online social networking sites allow individuals to be in the presence of multiple audiences simultaneously. Whereas in face-to-face communication, individuals are more limited to the number of people with whom they interact at a particular time, online social networking sites present individuals with the opportunity of having all social networks available at once. This setup may appeal to some people but may be problematic for others.

Self-monitoring is a form of strategic self-presentation, which refers to the varying degrees in which individuals observe, regulate, and control their public appearances (Snyder, 1987). The effects of self-monitoring theory on face-to-face

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interactions have been studied in a variety of domains, such as romantic relationships and work and organizational settings. Self-monitoring preferences can affect the way individuals engage in romantic relationships; high self-monitors are often likely to endorse the saying "love the one you're with," the idea that it is possible to love more than one person at the same time, whereas low self-monitors are likely to believe in the idea of having a "one true love" (Leone & Hawkins, 2006). Similar orientations were found in the workplace as well, with high self-monitors preferring positions that allow them to use self-presentational skills and low self-monitors preferring positions that allow them to display their true personalities (Gangestad & Snyder, 2000). Of particular relevance for this paper is work that shows how self-monitoring impacts the kinds of face-to-face social networks people create and how people choose to manage their social identities and images across different sets of friends and acquaintances; high self-monitors seek to obtain activity-based friendships to create a compartmentalized social world, whereas low self-monitors seek to obtain personality-based friendships to create a homogenous social world (Snyder, 1987).

With the growing use of the Internet, it is now typical for people to communicate on a daily basis using social media such as instant messaging or social networking sites. Social interactions no longer require having direct face-to-face contact, and it is important to understand whether our knowledge of self-monitoring theory in the face-to-face social context can be applied to the online world. The purpose of this study was to examine how self-monitoring preferences affect the way individuals manage their online identities on a social networking site such as Facebook.

Self-Monitoring Theory

Self-monitoring refers to individual differences in the extent to which people value, create, and project their social images and public appearances (Gangestad & Snyder, 2000). High self-monitors act in an effort to maintain social appropriateness and are guided by the expressive behavior of other individuals (Snyder, 1974). They are considered social chameleons who adjust their behavior to fit the social situation or role in which they find themselves, and they have the presentational skills to do so. The behavioral orientation of the high self-monitor is "What does this situation call for, and how can I be that person?" (Snyder, 1987).

In contrast, low self-monitors attend more to their inner psychological states, such as attitudes, values, and personality attributes. They use these states as a guide for their own words and actions. Low self-monitors show a consistency between attitudes and behavior, and they typically express what they really think and feel, even if this may go against the norms of their social environments (Snyder, 1987). They engage in self-verification and act in ways that satisfy their dispositionally based goals (Leone & Hawkins, 2006). Low self-monitors strive to "be themselves" regardless of situation or role. The behavioral orientation of the low self-monitor is "Who am I – what do I believe or value – and how can I be that person?" (Snyder, 1987).

Self-Monitoring and Face-to-Face (FTF) Social Networks

In order to create a social world that matches their behavioral preferences, those high and low in self-monitoring tendencies have very different approaches to constructing their face-to-face (FTF) social networks (Snyder, 1987). These approaches

are exemplified in the contrasting orientations high and low self-monitors have towards the meaning of friendship.

Friendships of high self-monitors. High self-monitors prefer to have social worlds of a more segmented, compartmental nature. High self-monitors conceive their identities as a product of social interactions and the roles individuals play in different social settings, and they prefer face-to-face interactions that would allow them to match specific public images to specific groups of friends and acquaintances. Therefore, high self-monitors are more likely to emphasize activity-based friendships. They would rather engage in an activity with a friend who is a specialist in a field even if they do not particularly like the person (Snyder, Gangestad, & Simpson, 1983). High self-monitors' friendships tend to be uncommitted and based on shared situations and superficial, short-term exchanges; they are often limited to specific contexts, and restricted in terms of the amount of nurturance involved (Leone & Hawkins, 2006). Having these activity-based friendships allows high self-monitors to create their preferred compartmentalized social worlds in which they can match specific public images to specific groups of friends and acquaintances (Snyder, 1987).

Friendships of low self-monitors. Low self-monitors prefer to create a more global, integrated social world. They prefer and choose to establish relationships that are person-oriented in nature. The interpersonal relationships they develop are based on liking and similarity, which allow them to express themselves without worrying about context or situation. Low self-monitors tend to have friendships based on emotional comfort, shared trust, shared values, profound, long-term exchanges, and attitude

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similarity. Unlike high self-monitors, low self-monitors prefer to engage in different activities with a smaller number of friends in whom there is a level of commitment and closeness (Leone & Hawkins, 2006).

Constructing Online Social Networks

It is evident in the literature that self-monitoring preferences lead to the formation of different kinds of FTF social networks. So, might these behavioral preferences have the same effect on the way high and low self-monitors construct their online social world? To answer this question, we must first understand the various factors that are at play when constructing online social networks.

Social networking sites (SNS) have a lot to offer for both high and low self-monitors. They can be used for a variety of reasons such as forming new friendships, establishing romantic relationships, academic uses, and so forth. Compared to FTF situations, SNS provide users a variety of options in managing self-presentation (Ellison, Heino, & Gibbs, 2006). As Greenhow and Robelia (2009) state, SNS, such as MySpace, are not only a platform for self-presentation, but they can also serve as an emotional outlet and as a relational maintenance tool.

Online SNS, such as Facebook, allow users to create a personal profile through photos and various information about themselves such as their hometown, birthday, contact information, preferred interests and activities, and so forth. Users can expand their social networks by requesting another person's friendship and they communicate with these friends by posting statements to each other's profile "walls," through private messages or by using a chat feature (Tong, Van Der Heide, Langwell, & Walther, 2008).

Once two individuals become friends on Facebook, they have access to a plethora of information about each other, which may include their personal information on their profiles, photos, and links to the other members of their social network. With just a few more mouse clicks, it becomes possible for one to extend their network even further by initiating friend requests with friends of their friends (Tong et al., 2008).

Online communication vs. face-to-face (FTF) communication. One aspect to consider is the relation between peoples' offline and online social lives. In a study by Subrahmanyam, Reich, Waechter, and Espinoza (2008), participants reported using social networking sites to integrate the concerns and people from both their online and offline lives. They use their online virtual communities mainly to sustain their "real" communities that existed offline (e.g., using online tools to plan social events with their offline friends). Many users also reported that they would add only people they had already met in person onto their online social network (Subrahmanyam et al., 2008). Research by Bryant, Sanders-Jackson, and Smallwood (2006) provided evidence that adolescents who have integrated technology into their social lives did not use the Internet to create more or weaker relationships, but rather to maintain existing ones. Further research by Weisbuch, Ivcevic, and Ambady (2009) revealed similarities between one's offline and online social worlds. Results from the Weisbuch et al. (2009) study indicated that there is correspondence between first impressions formed from observing actual behavior in the real world and from first impressions formed from observing Facebook pages. Those who portrayed a likeable first impression in the "real world" were likely to portray positive first impressions online as well.

All of these findings are consistent with the co-construction model, which states that the online and offline worlds are psychologically connected. Contrary to the belief that people will create online selves that are separate from offline selves, the co-construction model states that people will bring aspects of their offline lives into their online ones (Subrahmanyam et al., 2008). Because one's social network now includes both online and offline environments, an important skill people need to learn is how to coordinate their behaviors in these two realms (Zhao, Grasmuck, & Martin, 2008).

Not only does Facebook help individuals to maintain existing offline relationships, but it also enables individuals to solidify acquaintanceships that would otherwise be ephemeral and temporary without the presence of an online medium. Facebook makes it easier for people to establish latent ties, or social network ties, that are "technically possible but not activated socially" (Ellison, Steinfield, & Lampe, 2007). The site provides personal information about others and makes visible one's connections to a wide range of individuals. It allows populations such as college students to easily identify those who might be useful in some capacity (such as the math major in a required calculus class) and motivates them to initiate these connections (Ellison et al., 2007).

In addition to serving as a supplement to one's FTF world, SNS can also provide new resources and opportunities that were once limited in FTF situations. SNS can lower the physical barriers that are present in FTF communication so that those who might normally refrain from initiating communication with or responding to others are encouraged to do so through outlets such as Facebook (Ellison et al., 2007). For those who are shy, Facebook can serve as a beneficial alternative to face-to-face

communication. Previous research has shown that although shyness was negatively

correlated with the number of Facebook friends, it was positively correlated with

Facebook usage time, which may suggest that shy individuals find Facebook as an

appealing way to communicate (Orr et al., 2009).

Friendships on SNS. One's collection of friends on Facebook and other SNS can

come from various parts of one's life and can range in levels of closeness. However,

most of these friendships are often mixed mode relationships, or friendships that involve

both online and face-to-face interactions. Labeling someone as a "friend" on Facebook

does not necessarily have to correspond to the same label offline (Boyd, 2006). On SNS,

it is common practice to establish a friendship with someone with whom you are barely

acquainted, and it is also socially inappropriate to refuse a friend request from someone

who is familiar. These circumstances lead one to have Facebook groups of "friends" that

are made up of a wide array of relationship types. Though the Facebook user himself or

herself may know the exact relationship he has with each person in his network, the

degree of each relationship is not apparent to all other observers (Donath & Boyd, 2004).

Online SNS allow individuals to maintain a larger number of friendships than

people can typically maintain with FTF interactions alone because systems such as

Facebook require such minimal effort for people to check one another's sites for updates

and recent activities, and to participate in brief verbal exchanges through wall postings

(Donath & Boyd, 2004). However, there is also a downside to the ease in being able to

expand one's online social network. In a study by Tong et al. (2008), participants viewed

mock Facebook profiles and rated those with a moderate amount of friends (about 300) to

be the most socially attractive, while they viewed profile owners with an excessive number of friends (500 or more) to be less socially attractive and those with few friends (102 or less) to be the least socially attractive. Facebook users who had an excessive number of friends were thought to be more introverted, thus being able to devote a larger amount of time to the computer and befriending others out of desperation (Tong et al., 2008).

Self-presentation and image control on SNS. Similar to the way one's online connections can constitute multiple facets, so can one's own identity. Compared to FTF communication, individuals can plan and strategize how they would like to present themselves on Facebook and other SNS. When in an online environment, such as an online dating site, many individuals reported carefully attending to subtle, minute cues in others' presentational messages and admitted to taking the same approach when composing information about themselves (Ellison et al., 2006). For example, one participant concluded that if he observed a dating profile with poor grammar or misspelled words, this meant that the person he observed lacked interest in education. Although online SNS provide its users with the opportunity to portray the most favorable versions of themselves to others, many individuals feel the need to balance their desire for self-promotion with their need for an accurate self-presentation because of anticipated face-to-face interactions or future online interaction (Ellison et al., 2006).

Furthermore, self-presentation on SNS is unique and distinct from typical conversations and other forms of computer-mediated communication; one's self image on SNS depends on information provided not only by the creator, but by the creator's friends

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as well. A great amount of information on one's Facebook profile can come from other

social network members: an individual's friends can leave messages on one's profile and

can post pictures (Tong et al., 2008).

Present Investigation

What do SNS mean for those who are high or low in self-monitoring? Facebook,

and other online social networking sites, present new opportunities and challenges in the

creation and maintenance of individuals' social worlds. Online social networking differs

from FTF social interactions and networks in many respects. In particular, in FTF

environments, the number of audiences (discrete groups of friends/acquaintances) at any

given moment in time is relatively few. In contrast, in Facebook, one's entire social

network may be "present" at all moments, and self-presentation in many online social

networks cannot be kept separate for each individual association. Compartmentalizing

social worlds may pose a dilemma for high self-monitoring individuals who prefer to

construct separate identities for each situation and each social group in their network of

friends.

The main aspect of concern in the present investigation was to observe how high

and low self-monitors deal with the challenge of having multiple audiences in one place

and the opportunity of being able to use strategic self-presentation. Because Facebook is

a situation where one's entire social network is present at all times, I hypothesized that

high self-monitors would use their Facebook profiles in ways that suggest high image

control. I also hypothesized that because of the difficulty in compartmentalizing, high

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self-monitors, compared to low self-monitors, would be less satisfied with Facebook and would use Facebook less often.

More specifically, because high self-monitors prefer to have different friends for different activities, I hypothesized they would have Facebook friends that would consist of more differentiated networks. As an effort to keep these various networks separate, I hypothesized high self-monitors would utilize Facebook features that would allow for segmentation such as creating separate friend lists or increasing privacy settings. I also expected that high self-monitors would be more reluctant than low self-monitors to use self-expressive features such as status updates, posting on walls, or displaying personal information, interests, activities, or photos, because this could interfere with their desire to match a specific image to a specific situation or group.

I hypothesized low self-monitors, in contrast to high self-monitors, would have a tendency to display more information, such as status updates, that is available to all of their connections because their behavioral preference is to "be themselves." I expected these participants to use Facebook as an opportunity for them to display their beliefs, values, attitudes, and opinions regardless of who can view their profiles. I hypothesized low self-monitors will have less Facebook friends than high self-monitors because their friendships are based on emotional connectedness and we expected them to be more reluctant to befriend or accept requests from people in which they are minimally acquainted.

Self-monitoring and extraversion. It is also important to consider the effects of extraversion in the present investigation. Extraversion, one of the traits in the Five-

Factor Model of personality, is the tendency to be sociable and able to experience positive emotions (Amichai-Hamburger & Vinitzky, 2010). Research has shown that when assessing the relationship between self-monitoring and the Five-Factor Model of personality, extraversion was positively correlated with self-monitoring (Howells, 1993).

Because both extraverts and high self-monitors possess a social nature, it is easy to mistakenly classify both as the same thing. However, there is a distinct difference between the two. Extraversion is a personality trait that refers to the desire for social interaction (Lippa, 1978; Ong et al., 2010). Self-monitoring is more concerned with self-presentation rather than simply being sociable (Furnham, 1989). Individuals who are high self-monitors may appear to have the desire for social interaction due to their tendency to have many connections, but these desires are driven by their attempt to keep a segmented social network, not by a desire to gain many friends and acquaintances. Another point is that although self-monitoring and extraversion is positively correlated, the correlation is typically modest in magnitude. This means that there are some high self-monitors who have introverted tendencies.

In addition, Snyder and Gangestad (1982) found that all types of high self-monitors, regardless of whether they were extraverted or introverted, preferred to enter social situations in which they were to portray a clearly-defined character, whereas low self-monitors chose to enter social situations that were consistent with their extraverted or introverted disposition. In other words, extraverted tendencies seemed less of an influence on the behavior of high self-monitors when compared to the self-presentational opportunities or demands in a given situation. Finally, Gangestad and Snyder (2000)

conducted a quantitative review and found that although self-monitoring and extraversion are correlated, once the common association is partialled out, the two constructs predict different outcomes across a range of domains (e.g., friendships, romantic relationships, work).

It was important for the present investigation to determine what aspects of SNS preferences and behaviors were due to sociability, and what aspects were due to self-monitoring concerns. In some cases, extroverts and high self-monitors may share similar SNS tendencies, but for different reasons. Statistically controlling for the overlap between self-monitoring and extraversion can give insight into the unique contributions each have in SNS preferences and behaviors.

A study by Moore and McElroy (2012), found that more extraverted individuals reported significantly less frequent use of Facebook for keeping up with others compared to introverts. This finding supported the "social compensation" hypothesis, or the idea that introverts benefit from the use of social networks like Facebook because the indirect form of communication allows them to compensate for their lack of interpersonal skills. In the present investigation, I also expected that high self-monitors would be less active and spend less time on Facebook, but that the less frequent usage would be due to the presence of having multiple audiences and not because of a lack of face-to-face communication (as may have been the case for extraverts).

In addition, extraverts were found to have significantly wider social networks than introverts (Amichai-Hamburger & Vinitzky, 2010). I believe sociability may be the driving force that leads extraverts to have a greater number of friends. Therefore, I

expected that high self-monitors would have more differentiated social networks in the present study (e.g. friends from different settings), due to their desire to have many activity partners, but not necessarily a larger social network.

Those who were high in extraversion were also found to reveal less personal information on their Facebook profiles than less extraverted personalities, possibly because extraverts rely on their social skills and feel less need to promote themselves (Amichai-Hamburger & Vinitzky, 2010). I also expected high self-monitors would reveal less information on their profiles. However, I expected this lesser display of information to be due to image control concerns. Ong et al. (2010) found that more extraverted adolescents engaged in greater self-presentation through self-generated content (i.e., profile pictures, status updates) and system-generated content (i.e., social network size and photo count), which was consistent with previous research that found extraverted and sociable individuals engage in greater online self-presentation than less extraverted individuals do. I also expected high self-monitors to engage in more strategic self-presentation and have larger social networks in the present investigation, but that this difference would be due to differences in image control concerns rather than sociability factors.

Hypotheses. While I conducted my analyses, I took the relationship between extraversion and self-monitoring into account (i.e., partialled out their common variance) and I expected self-monitoring to have its own unique contribution to the way individuals use Facebook.

My general predictions were that, taking into account extraversion, high self-monitors, relative to low self-monitors, would

- be more concerned with image control, or the construction of their public image, on Facebook

- be less satisfied with online social networking due to image control and multiple audience concerns.

- have more differentiated, and more segmented social networks

- be less active in their general use of Facebook, but more active in using tools to control their public image and regulate the amount of personally revealing information they make available (e.g., status updates, posting on others' walls)

Methods

Participants

The sample consisted of 272 participants who were recruited from the San José State University Psychology research pool to take part in a "Social Networking Survey." Current Facebook usage was not a prerequisite to take part in the study. Of the 245 participants who answered demographic data, participants ranged from 18 to 48 years (M = 21.23 years), and consisted of 75.9% females (n =184) and 24.1% males (n = 61). Participants were from various ethnicities, mainly Asian 35.3% (n = 96), Hispanic or Latino 23.2% (n = 63), White or European 26.8% (n = 73).

All participants received credit towards an introductory psychology course requirement for participating in the survey portion (Part 1) of our study. Although having a Facebook account was not a prerequisite to take part in the study, those who were

active Facebook users had the option to participate in Part 2 of the study, which involved

providing access to their current Facebook profile page. Of the total sample, 168

participants indicated interest to participate in Part 2, but only 112 participants continued

on and granted the research team access to their view their Facebook profile.

Measures

  Part 1: Self-Report Data. The next three measures were used in the self-report

portion of my study, which involved completing an online survey.

  Self-Monitoring Scale. The Self-Monitoring Scale (Snyder, 1974) consisted of

25 true and false items. For some of the items, agreement was indicative of high self-

monitoring (1 = *True*, 0 = *False*); for other items, disagreement was indicative of high

self-monitoring, in which case, the item was reversed scored (0 = *True*, 1 = *False*) so that

each item was scored in the direction of high self-monitoring. Items on the scale

consisted of three different clusters: *expressive self-control* which concerns the ability to

actively control expressive behavior, for example, "I would probably make a good actor"

and "I can look anyone in the eye and tell a lie with a straight face (if for a right end),"

social stage presence which concerned the propensity to perform in social situations and

attract social attention to oneself, for example, "In a group of people I am rarely the

center of attention" (reverse scored) and "At a party I let others keep the jokes and stories

going" (reverse scored), and *other-directed self-presentation* which concerns displaying

what others expect one to display in social situations, for example, "I may deceive people

by being friendly when I really dislike them" and "I guess I put on a show to impress or

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entertain people." Appendix A illustrates the full scale and direction of high self-monitoring for each item.

An overall scale score was calculated by summing all points from the individual items. The possible range on the self-monitoring scale was 0 to 25, such that higher scores indicated higher self-monitoring propensities. Based on the current sample, self-monitoring scores yielded a normal distribution, with $M = 12.35$, $SD = 3.97$, range = 1 to 24. Based on the responses in the current study, the Self-Monitoring Scale had a reliability of $\alpha = .65$, which is within the range of other published self-monitoring research reports (The original Self-Monitoring Scale had a reliability of $\alpha = .70$).

Big Five Inventory (BFI). The Big Five Inventory, designed by John et al. (1991), is a 44-item self-report inventory designed to measure the Big Five dimensions—openness, conscientiousness, agreeableness, neuroticism, and extraversion. Response options were on a 5-point Likert scale (1 = *disagree strongly* to 5 = *agree strongly*).

For purposes of this study, only the eight items pertaining to extraversion were used for analysis. Items in the BFI Extraversion subscale were scored such that agreement indicated a higher level of extraversion; for example, "I am someone who is talkative." In cases where the items were negatively keyed (disagreement indicated higher extraversion), the items were reverse scored; for example, "I am someone who is reserved." Appendix B lists all items in the BFI Extraversion subscale, and indicates items that were reverse-scored. A scale score for extraversion was obtained by calculating the mean score from the individual items. Scores for the BFI Extraversion subscale ranged from 0 to 5, such that higher scores indicated higher extraversion. Based

on the sample in this study, the reliability for the BFI was $\alpha = .72$ and the reliability for the BFI Extraversion subscale was $\alpha = .86$ ($M = 3.28$, $SD = .78$, range = 1.13 to 5).

Facebook Questionnaire – extended. The Facebook Questionnaire designed by Ross et al. (2009) consisted of 28-items pertaining to three categories: (a) basic use of Facebook, (b) attitudes associated with Facebook, and (c) the posting of personally identifying information. Questions included information about wall postings, profile information, status updates, photo uploads, and number of friends. Response choices included nine-item multiple choice, yes/no and 5-point Likert scales. The scale was designed to gather data on the frequency and use of common Facebook functions. Previous factorial analysis on the Facebook Questionnaire revealed two factors: Attitudes towards overall satisfaction with Facebook ($\alpha = .85$), and Online Sociability Functions ($\alpha = .74$) associated with the frequency of Facebook use (Ross et al., 2009).

In the present study, I modified some of the original items by expanding the response choices of a 5-point Likert scale (1 = *strongly disagree* to 5 = *strongly agree*) to a 7-point Likert scale and included less extreme options such as "slightly disagree" and "slightly agree." I also extended the Facebook Questionnaire by adding additional items that address multiple audience concerns and how it may affect user experience. The present study is a part of a larger project so the additional items that appear on the full questionnaire in Appendix C encompass more subareas than what was included in my analyses.

Using both the original Facebook Questionnaire items, and the extended items, I established six main categories to use for analyses: (a) *Facebook usage*, (b) *Facebook*

social network characteristics, (c) *responding and connecting*, (d) *self-expression and image contro*l, (e) *Facebook attitudes,* and (f) *privacy.*

      Facebook usage (see Table 1 for scale sample items)*,* which consisted of two items*,* referred to the extent to which participants have had their current Facebook profile (i.e., current users, those who had deactivated their Facebook account, and those who had never opened a Facebook account) and the amount of time spent on their account each day. The amount of time one spent on Facebook was measured on a 6-point scale (1 = *ten minutes or less per day* to 6 = *three or more hours per day*), and scored such that the higher scores indicated more time spent on Facebook per day (see Question 3 in Appendix C).

      Facebook social network characteristics referred to the ways in which users perceived the structure of their Facebook social network (e.g., homogenous, heterogeneous) with regard to friendship groupings. It also referred to the ways in which users may have attempted to segment their social networks through the use of features such as lists and groups. *Facebook social network characteristics* can be broken down into three smaller subscales: *different settings* (α = .72), which refers to the degree in which one's Facebook friends come from different parts of their lives (Appendix C, Items 11a – 11c), *friend similarities* (α = .67), which refers to the degree that one's Facebook friends consist of people similar to themselves (Appendix C, Items 11e – 11f), and *friend differences* (α = .83), which refers to the degree that one's Facebook friends consist of people who are unlike themselves (Appendix C, Items 11g – 11h). The response choices for all three subscales were on a 7-point Likert scale pertaining to level of agreement (1 =

strongly disagree to 7 = *strongly agree*). Items were scored such that higher scores indicated a higher level of agreement.

 Responding and connecting refers to the extent to which users respond to posts. This subscale consisted of five items ($\alpha = .89$) and response choices were on a 7-point Likert scale pertaining to frequency (1 = *more than once daily* to 7 = *never*). Items in this scale were reverse scored such that higher scores indicated a greater frequency of responding (Appendix C, items 6c – 6g).

 Self-expression and image control can be broken down into two separate elements. *Self-expression* refers to the ways in which users choose to express "who they are" on Facebook and the degree to which they do so. The *self-expression* subscale consisted of nine items (Appendix C, Items 5a – 5i), which assessed the degree to which a person used Facebook to let others know about their personal opinions, attitudes, values, thoughts and ideas, daily plans, and group membership ($\alpha = .88$). Response choices were on a 7-point Likert scale pertaining to level of agreement (1 = *strongly disagree* to 7 = *strongly agree*). Items were scored such that higher scores indicated a higher level of agreement.

 Image control refers to the ways in which users actively construct and monitor how they appear to others through their own profile and through posting on others' profiles. This was broken down into two separate subscales: *image control – profile* (Appendix C, Items 13-14) and *image control – posting* (Appendix C, Items 15-16). The *image control – profile* subscale consisted of eight items ($\alpha = .82$) with response choices on a 7-point Likert scale (1 = *strongly disagree* to 7 = *strongly agree*). The *image*

control – posting subscale consisted of eight items with the same response options as the previous subscale (α = .88). Items for both image control subscales were scored such that higher scores indicated a higher level of agreement.

Facebook attitudes can be broken down into two areas: *Identification with Facebook* refers to the degree to which participants value Facebook as part of their daily lives, and *satisfaction with Facebook*, which encompasses general satisfaction with the social networking site and satisfaction with its privacy settings. The *Identification with Facebook* subscale (Appendix C, Item 4) consisted of six items and responses were on the same 7-point Likert scale as the preceding subscales, which pertained to level of agreement (α = .85). The *satisfaction* subscale (Appendix C, Items 18 – 25) consisted of nine items (α = .91), and response choices were on a 7-point Likert scale pertaining to level of satisfaction (1 = *very dissatisfied* to 7 = *very satisfied*). Items for the *satisfaction* scale were scored such that higher scores indicated greater satisfaction with Facebook.

Privacy refers to whether one's information is available to the public, friends only, or only to the user himself. It was measured by using seven items and response choices were "only myself" "only my friends" "friends of friends" and "everyone" (α = .85). Items were reverse scored such that higher scores indicated a higher level of privacy. Table 1 illustrates sample items for the subscales used in this study while the full scale is listed in Appendix C, Item 26.

A scale score for each subscale was obtained by calculating the mean score from the individual items. Scores varied depending on whether the item was multiple choice, Likert scale responses, yes/no, or open-ended.

Table 1
Sample Items from the Facebook Questionnaire - Extended

Facebook Usage
"On average, approximately how many minutes per day do you spend on Facebook?"

Facebook Social Network Characteristics
"Approximately how many friends are on your Facebook friends list?"
"My Facebook friends are…from many different settings or roles in my life"
"My Facebook friends range from very emotionally close to not very emotionally close at all"

Responding and Connecting
"How often do you spend…examining your friends' profile information?"
"How often do you spend…responding to your friends' postings and updates?"

Self-Expression and Image Control Efforts, Concerns
Self-Expression
"I use Facebook to…let other people know my personal opinions"
"I use Facebook to…share my experiences with other people"

Image Control: Own Profile
"When I first created my profile…I thought a lot about how I would come across to friends from different parts of my life"
"When I first created my profile…I put a lot of effort into tailoring my image for friends from different parts of my life"

Image Control: Posting on Others' Profiles
"When I post on other people's walls…I think a lot about how it might come across to the person whose wall it is."
"When I post on other people's walls…I am very concerned about how I might come across to people who might see my posting."

Facebook Attitudes
Identification with FB
"Facebook is a part of my everyday activity"
"I would be sad if Facebook shut down"

Satisfaction
"How satisfied are you with Facebook, overall?"
"How satisfied are you with your ability to control who has access to your personal profile information?"

Privacy
"Who can see your Facebook profile?"

Part 2: Behavioral Data. The next measure, which involved the observation of Facebook profile data, was used in assessing the actual behaviors of participants.

Measures: Profile Data. Facebook profile data were recorded in order to determine the degree to which one was concerned with image control and to ensure that the self-report data collected in Part 1 was an accurate depiction of the individual's actual activity on Facebook.

Four specific areas were evaluated: *photos*, *status updates*, *the wall*, and *information* section. Items in the *photos*, *status updates*, and *the wall*, pertained mainly to the quantity or frequency of postings. For example, "number of profile pictures", "total number of status updates", "most recent date participant has updated their status" and so forth.

Items in the *information* section were considered image control variables and covered the following categories: *relationship status*, *language*, *religion*, *political views*, *quotes*, *work*, *education*, *music*, *books*, *movies*, *television*, *games*, *sports*, and *activities and interests*.

I developed a coding sheet to score whether the presence or absence of items on each Facebook profile suggested image control concerns or self-expression (see Appendix D). Items in the *photos* and *information* sections were coded by recording the number of items posted, or categorically (1 = *Yes*, 0 = *No*). The more fields that were available on one's Facebook profile suggested the use of Facebook for self-expression, whereas fewer fields available indicated a greater concern for image control. An overall scale score for image control was calculated by summing together all of the "Yes"

responses ($\alpha = .82$). Additional details regarding the reliability and scoring of this

measure is provided in the results section.

A team of five trained undergraduate research assistants was provided with

instructions for coding the profiles of participants who were categorized as high ($M > 15$)

or low ($M < 10$) self-monitors, based on a quartile split. The coding stage involved a

"test" run, where each research assistant coded five profiles. I checked to make sure that

the profiles were being coded in the correct way. I made revisions to the coding sheet to

improve clarity and increase accuracy. I then divided all the remaining profiles amongst

the research assistants for coding. To ensure that the coding remained unbiased, I did not

disclose the self-monitoring scores of the participants to the research assistants, and I

made sure that every research assistant received profiles of both high and low self-

monitors. Also, to account for any discrepancies between raters, each participant profile

was coded by at least two out of the five research assistants. To determine consistency

among raters, I performed an inter-rater reliability analysis on the *information* section

(image control variables) using the Kappa statistic and found that Kappa = 0.91-1.00 (p

$<.0.001$).

Once the profiles were coded, I reviewed the coding sheets; if there were

discrepancies between the responses of two research assistants, I used the average of the

two values for analyses (e.g. Coder #1 says Participant A has 50 friends, Coder #2 says

Participant A has 54 friends; I use 52 friends for analyses). If the discrepancies between

two responses were judged to be too large, I looked at the participant's Facebook profile

and made a final decision (e.g. Coder #1 says Participant B has 20 photos, Coder #2 says

Participant B has 500 photos; I look at Participant B's profile to determine the number of photos).

For items pertaining to *status updates* and *the wall*, research assistants were instructed to scroll to the bottom of a Facebook profile and click "older posts" two times so that a comparable amount of information was downloaded and saved for each profile.[1] A rate for the frequency of status updates and wall postings was determined by observing the downloaded profile data. I recorded the most recent date a participant responded to a posting on his or her wall as well as the oldest date a participant responded to a posting on his or her wall. I then computed a response rate based on the time elapsed between these two dates and the number of total postings recorded. I used the same procedure to determine a rate for status updates.

Procedure

Interested participants were provided a link to SurveyMonkey, an online survey-hosting site, to complete an online survey at a time and place of their choice. All participants began by providing informed consent to participate and then proceeded with completing the Self-Monitoring Scale (Snyder, 1974) and Big Five Inventory (John et al., 1991). All participants answered questions regarding their Facebook history. Those who had deactivated their Facebook account or had never opened an account were asked to briefly describe their reasons. Those who currently had an active Facebook account were directed to complete the extended version of the Facebook Questionnaire and to log on to their Facebook account for reference. Participants then answered a few demographic

questions and asked whether they would like to participate in part 2 of the experiment, which involved the behavioral measures.

Those who elected to participate in the second portion of the experiment were asked to send a Facebook "friend request" to the "SJSU Psych" alias to allow the experimenters to gain temporary viewing access to their account. Participants were notified that access was only temporary, and that the connection would be removed at the conclusion of the experiment. Part 2 participants were given additional course credit and were entered for a chance to win a $15 gift card.

Once the friend request was confirmed, trained research assistants downloaded the Wall, Photos, Info, and Notes tabs of participant Facebook profiles in order to capture a static image of the profile. The research assistants then used a coding sheet (Appendix C) to assess the number of friends, status updates, amount and type of profile information, and pictures on the static versions of the participant profiles. Having access to view participant profiles allowed me to compare information from the self-report responses on the Facebook Questionnaire with actual profile data for a more accurate understanding of participant Facebook usage.

Results

Although current Facebook usage was not a requirement to take part in the study, I found that a majority of the participants were current members of Facebook (82.7%). The rest of our participants had either never opened a Facebook account (5.5%), or had deactivated their Facebook account (2.9%).

Those who had deactivated their Facebook account were significantly lower in self-monitoring ($M = 8.38$, $SD = 3.58$) than those who were current users ($M = 12.63$, $SD = 3.94$), $t(231) = 3.01$, $p < .01$. In contrast, current Facebook users tended to score higher in self-monitoring when compared with those who had never opened a Facebook account, though this result was not significant ($M = 10.87$, $SD = 4.24$), $t(238) = 1.67$, $p = .10$. These findings suggest that high self-monitors may be more satisfied and likely to engage in the Facebook experience than I had originally hypothesized.

Part 1: Self-Report Data

The following results were obtained using the self-report data from the online survey that was administered to participants.

Comparing self-monitoring and extraversion. Because previous research found extraversion to be predictive of high self-monitoring (Howells, 1993), I wanted to ensure that any findings in this study were due to self-monitoring and not extraversion. I computed a Pearson's correlation between self-monitoring and extraversion and found that $r = .29$, $p < .001$, thus confirming the positive relationship between self-monitoring and extraversion typically found in the literature.

In order to explore, and control for, the possible effect of extraversion, I conducted a series of standard multiple regression analyses on each of the main subscales from the "Facebook Questionnaire – Extended" using self-monitoring and extraversion as predictor variables. The analyses indicated that, as a set, extraversion and self-monitoring predicted the following (see Table 2): the amount of *time spent* on Facebook daily, *responding* to friends' comments, likelihood of one to use Facebook for *self-*

expression, *image control concerns* in constructing their profiles, *image control concerns* in what they post on others' walls, the type of pictures one would post (part of *self-expression*), the frequency at which one would post pictures (part of *self-expression*), *satisfaction* with Facebook, *identifying with Facebook* (part of *Facebook attitudes*), and the *number of Facebook friends* one has; $F(2, 222) > 3.64$, $p < .05$ for all analyses. Self-monitoring and extraversion were not predictive in determining one's *privacy* settings on Facebook, $F(2, 222) = 1.70$, $p = .18$, which was opposite of what I hypothesized.

When extraversion was controlled, I found that self-monitoring still predicted the amount of *time spent* on Facebook daily, *responding* to friends' comments, likelihood to use Facebook as a means of *self-expression*, *image control* in constructing their profiles and *image control* in what they post on others' walls, and *identifying with Facebook*. These criterion variables, which were found to be significant in predicting self-monitoring, are the variables that pertain to image control and self-presentation. Self-monitoring, however, did not have a unique relationship with picture posting type ($p = .16$), picture posting frequency ($p = .49$), *satisfaction* with Facebook ($p = .40$), *privacy* settings ($p = .15$), or the number of Facebook friends ($p = .07$). According to the regression analyses, picture posting frequency and type, and the number of Facebook friends, can be predicted by extraversion rather than self-monitoring (Table 2). These factors could be interpreted as more of a result of social preferences rather than self-presentation preferences, which would support the idea that self-monitoring is more about image control and extraversion, is more about sociability.

I also conducted multiple regression analyses on each of the three factors pertaining to *social network characteristics* and found that, as a set, self-monitoring and extraversion were predictive of whether one's Facebook network of friends was from *different settings*, $F(2, 221) = 5.38$, $p < .01$, and whether one was likely to create a Facebook network of friends who were similar to themselves (*friend similarities*), $F(2, 221) = 3.63$, $p < .05$. However, when extraversion was controlled, self-monitoring was not predictive of *different settings* ($p = .07$), or *friend similarity* ($p = .22$). In addition, self-monitoring and extraversion, as a set, were not predictive of whether one would create a Facebook friend network that consisted of people who are unlike themselves (*friend differences*), $F(2, 221) = .91$, $p = .41$. These findings do not support my hypotheses that high self-monitors would have social networks that would consist of friends from more different settings in their lives. It was actually extraversion that was a significant predictor of differentiated social networks on Facebook; however, this could also be due to the fact that extraversion is a significant predictor of one's number of Facebook friends.

The results of the multiple regression analyses revealed that self-monitoring generally predicted the criterion variables that relate to image control and self-presentation (e.g. responding, self-expression, image control, and identification with Facebook), while extraversion predicted the variables that relied more on sociability factors (e.g. number of Facebook friends). These results support the earlier research that there is some overlap between self-monitoring and extraversion, but that the driving force behind the two are not the same—self-monitoring is driven by the concern for self-

presentational strategies, and extraversion is driven by personality traits and the desire to

be sociable.

Table 2
Standard Multiple Regression Analyses
Predictor Variables: Self-monitoring, BFI Extraversion

	Self-Monitoring (β)	Extraversion (β)	R^2
Time Spent	.19**	.05	.04**
Responding	.20**	.23**	.11***
Self-Expression	.17*	.17*	.07***
Image Control - Profiles	.25***	-.16*	.07***
Image Control - Posting	.22**	-.11	.05**
Picture Posting - Type	.09	.28***	.10***
Picture Posting - Frequency	.05	.29***	.09***
Satisfaction with FB	.06	.16	.03*
Identification with FB	.26***	.21**	.14***
Number of Friends	.12	.34***	.15**
Privacy	-.10	.10	.02
Different Settings	.12	.15*	.05**
Friend Similarities	-.08	-.14*	.03*
Friend Differences	.00	-.09	.01

* $p < .05$, ** $p < .01$, *** $p < .001$

Comparing high and low self-monitors. The regression analyses showed that

self-monitoring had a significant and unique relationship, controlling for extraversion, in

the amount of time spent on Facebook, responding to friends' comments, likelihood to

use Facebook as a means of self-expression, image control in constructing their profiles

and image control in what they post on others' walls, and identifying with Facebook. I

continued my analyses by testing whether the difference between the low and high self-

monitoring groups was significant. These analyses helped to make more concrete the

differences between low and high self-monitors by examining mean (or median)

differences as opposed to correlations. I performed a quartile split on self-monitoring
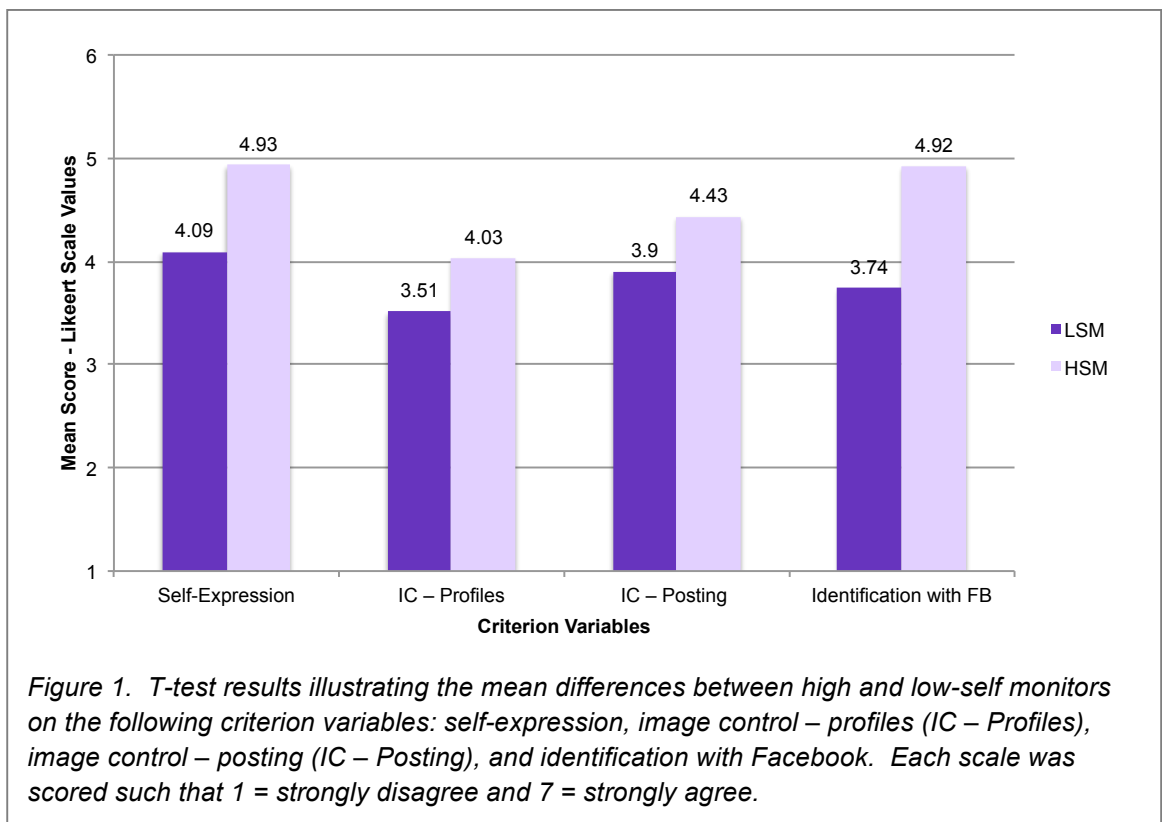
scores such that the top 25% of the sample were considered high self-monitors ($M > 15$)

and the bottom 25% of the sample were considered low self-monitors ($M < 10$). I then

compared the high and low self-monitors by conducting a series of independent samples

t-tests on subscales from the *Facebook Questionnaire – Extended* that were on an interval

scale, Mann-Whitney U test on subscales that were on an ordinal scale, and chi-square

tests on nominal variables.

Consistent with the regression analyses, I calculated the median of the high and

low self-monitoring quartiles and found that high self-monitors (1-2 hours/day) used their

account on a more regular basis than low self-monitors (31-60 minutes/day). The median

values are listed in Table 3. To evaluate whether the median differences were significant,

I conducted a Mann-Whitney U test on time spent on Facebook and found that the results

were, indeed, significant, $U = 1577$, $z = -3.23$, $p < .01$, and that high self-monitors had a

higher mean rank of 78.79 compared to low self-monitors' mean rank of 57.26.

By observing median values, I also found that high self-monitors spent more time

responding and interacting with their Facebook friends (daily to 2 or more times per

week) than low self-monitors (once weekly to 2 or more times per week). This measure

included the amount of time that was spent examining friends' profile information,

viewing friends' postings and updates, and responding to friends' postings (e.g., to joke

around, support, and/or agree/disagree). The median values are listed in Table 3. I ran a

Mann-Whitney U test on responding and interacting, and found that high self-monitors

had a mean rank of 82.66 while low self-monitors had a mean rank of 53.03, indicating

that there were significant differences in responding between the groups, $U = 1302$, $z = -$

4.39, $p <.001$. These results further suggested that high self-monitors were not as deterred by the multiple audience situation on SNS as I had predicted.

Opposite my prediction that low self-monitors would use Facebook to "be themselves" and showcase their personality, it was actually high self-monitors who were more likely to report using Facebook as a means of self-expression, $t(134) = -4.15, p <$ .001 (refer to Figure 1). However, consistent with my hypotheses, high self-monitors were more likely to be concerned with image control when constructing their own profiles compared to low self-monitors, $t(133) = -2.73, p < .01$, and high self-monitors were also more likely to consider image control when posting on others' walls than low self-monitors, $t(133) = -2.59, p < .05$ (Figure 1). These results indicated that high self-monitors seem to be aware and thinking about what they are posting online. Refer to Table 3 for the details regarding the t-tests mentioned in this section.

Figure 1. T-test results illustrating the mean differences between high and low-self monitors on the following criterion variables: self-expression, image control – profiles (IC – Profiles), image control – posting (IC – Posting), and identification with Facebook. Each scale was scored such that 1 = strongly disagree and 7 = strongly agree.

Surprisingly, however, there were no significant differences between low and high self-monitors on using features that would allow for segmentation of their social networks. For example, I did not find high self-monitors to be more likely to create multiple profiles than low self-monitors (Appendix C, item 36a), X^2 (1, $n = 135$) = .46, p = .50. However, this analysis was impeded by a small sample size because only three of our participants indicated having multiple profiles. There were also no significant differences between low self-monitors and high self-monitors in creating separate friend lists, $t(207) = .91$, $p = .37$, although the sample size of those who reported ever creating a list was also small ($n = 45$). These features would allow users to customize some of their settings to specific audiences, yet high self-monitors were not more likely to use them.

In addition, there were no differences between high and low self-monitors in untagging photo behaviors; high self-monitors were not more likely to "untag" themselves from photos compared to low self-monitors (Appendix C, item 40a), X^2 (1, n = 135) = .25, p = .62, and high self-monitors did not filter through their photos to "untag" themselves more often than low self-monitors, ($M = 2.60$ and 2.20, $SD = 1.69$ and 1.58, respectively), $t(123) = .09$, $p = .18$. Despite high self-monitors' concerns for image control, they were not more susceptible to untagging behaviors.

Also consistent with the regression analyses, high self-monitors identified with Facebook more than low self-monitors, $t(134) = -5.25$, $p < .001$ (Figure 1). They reported incorporating it into their daily lives to a greater extent, than low self-monitors. This is also contradictory to my hypotheses, which stated that low self-monitors would be more likely to view Facebook as a positive experience and to integrate it into their lives.

Table 3
Descriptive Statistics

	LSM			HSM			
	Mean	*SD*	*N*	*Mean*	*SD*	*N*	*Range*
Time Spent Daily*	3.00	---	65	4.00	---	71	1-7
Responding*	4.40	---	65	5.40	---	71	1-7
Self-Expression	4.09	1.24	65	4.93	1.12	71	1-7
IC – Profiles	3.51	1.02	64	4.03	1.18	71	1-7
IC – Posting	3.90	1.22	64	4.43	1.15	71	1-7
Identification with FB	3.74	1.38	65	4.92	1.24	71	1-7

Range of N= 64-71

LSM: SM score <10; HSM: SM score >15

*Note: medians are reported for ordinal variables

Part 2: Behavioral Data

The following results were found from data obtained from the static image of participants' Facebook profiles.

Profile data. Because the survey data were based on self-report, I wanted to determine whether observing participant profiles would yield similar results. I began this portion of the analyses by assessing whether self-monitoring affected one's preference to participate in Part 2 of the study. I conducted an independent samples *t*-test which revealed that participants who said "yes," they were interested in participating in Part 2 (*n* = 168), were higher in self-monitoring (*M* = 12.90, *SD* = 3.99) than participants who said "no" they were not interested (*n* = 66, *M* = 11.74, *SD* = 3.84), $t(140) = 2.55$, $p < .05$. Looking at the entire sample, those who actually allowed the researchers access to their Facebook profile by establishing a friend request were higher in self-monitoring (*n* = 112, *M* = 13.16, *SD* = 4.00) in comparison to the portion of the sample who did not participate in Part 2 (*n* = 148, *M* = 11.74, *SD* = 3.86), $t(258) = -2.90$, $p < .01$. These results are

consistent with the Part 1 data, which suggested that high self-monitoring participants are more willing to share personal information on their Facebook profile.

I then computed the Pearson's correlation between the self-reported number of friends in Part 1 and the number of friends we observed on participant profiles and found $r = .97$, $p < .01$. This suggests that people were accurate in their recollections of how many friends they had on Facebook.

Of the 112 participants who granted the research team access to their Facebook profile, I performed a quartile split on self-monitoring scores such that the top 25% of the sample were considered high self-monitors ($M > 15$) and the bottom 25% of the sample were considered low self-monitors ($M < 10$). I coded the profiles of only those who were considered high self-monitoring or low self-monitoring ($n = 58$). Outliers (scores which fell outside of the mean +/- 2SD) were excluded for the subsequent analyses unless otherwise specified.

Image control. I then examined whether self-monitoring would influence the mere presence or absence of an image control field being visible on a participant's Facebook profile (e.g., work, education, music, television, activities and interests, etc.). All image control items were recoded into dichotomous response options so that the presence of listing anything in that field was assigned a "1" and not listing anything in that field was assigned a "0". I found that the image control scale was reliable, $\alpha = .82$. An independent samples t-test was conducted using the scale variable and revealed that high self-monitors ($M = 8.48$, $SD = 3.38$) expressed themselves in more varied ways than low self-monitors ($M = 6.38$, $SD = 4.38$), $t(53) = -2.02$, $p < .05$. That is, high self-

monitors posted information about themselves in more categories than low self-monitors. The results of this *t*-test revealed that the size of the difference between high and low self-monitors indicate a medium effect, $d = .57$. These findings are consistent with the self-report results in that high self-monitors seemed to be using Facebook for self-expression more than low self-monitors.

Photos. Independent samples *t*-tests were conducted on the remaining photo variables that were not included on the image control scale and revealed that differences in number of photos tagged, number of profile pictures, number of photos posted, number of albums were not significant (*p*'s >,05). The lack of significant results may be due to low power or a small sample size, although these results also match the Part 1 findings that there are no significant differences in photo posting behaviors between high and low self-monitors.

Rate of status updates and responding to postings. I also conducted *t*-tests to determine whether self-monitoring had an effect on the rate at which one updates their status or responds to postings. I found that high self-monitors ($M = 6.71$, $SD = 6.36$) updated their status more per week than low self-monitors ($M = 3.73$, $SD = 3.35$), $t(51) = 2.18$, $p < .05$. However, high self-monitors did not respond to their wall postings more per week (M = 3.53, SD = 3.08) than low self-monitors (M = 2.62, SD = 2.19), t(50) = 1.20, p = .24. The latter result was not consistent with the self-report data, where high self-monitors indicated they were more likely to respond to friends postings compared to low self-monitors. Since high self-monitors' mean scores were higher than that of low self-monitors, it is possible that a larger sample size would yield significant results. The

current sample size for each group was low; $n = 24\text{-}25$ (depending on missing data) for low self-monitors, and $n = 30$ for high self-monitors.

Comparison with self-report data. Although it is difficult to determine whether participants did not post certain fields or whether the fields were just not visible for the researchers to view, either case could signal greater concern for image control. The results of the profile data, overall, reinforced the results of the self-report data, which found high self-monitors to be more likely to use Facebook as a means for self-expression. The profile data also provided additional insight into the specific ways self-expression was exhibited. High self-monitors had a greater tendency to use the features of Facebook and list more information fields such as activities and interests, movies, television, political view, and education.

Discussion

Previous research on self-monitoring as it applies to face-to-face networks revealed that high self-monitors were concerned with image control and the presence of multiple audiences and that low self-monitors were concerned about being their "true selves" (Snyder, 1987). The present study revealed that self-monitoring uniquely predicted the image control concerns of high self-monitors, but that the way self-monitoring preferences are manifest on online social networking sites is different than on face-to-face networks.

I expected high self-monitors online social network to consist of Facebook friends from many different settings and time periods of the high self-monitor's life. I found that this was the case for extraversion but not self-monitoring. It is important to note that

findings regarding social network segmentation characteristics were based solely on self-report. Since the time of data collection, Facebook features allowing for segmentation and differentiation of social networks has evolved and become a more common practice. Further research will need to be conducted in order to determine whether the improved accessibility and usage of these segmenting features have changed the way high and low self-monitors decide to network on Facebook.

High self-monitors actually used Facebook more on a daily basis, and responded and interacted more with their friends on the site compared to low self-monitors. This is opposite of what I had hypothesized. High self-monitors were also more likely to use Facebook as a means for self-expression; this was explicitly shown through the self-report data and behaviorally through the profile data where image control was measured by the number of fields one included in their profile information page. They also relied on Facebook more than low self-monitors by identifying more with the site and by incorporating it more into their daily lives.

As I had predicted in my hypotheses, high self-monitors did show greater concern for image control. However, these image control concerns did not cause high self-monitors to use Facebook less often or to be less satisfied with Facebook than low self-monitors as I had expected. It was actually the low self-monitors who showed signs of experiencing Facebook as an aversive experience. These findings suggest that although high self-monitors have a concern for image control and multiple audiences, they are adapting their image control desires to the limits and opportunities that currently exist in social networking.

Contrary to my hypotheses, low self-monitors did not find Facebook as an efficient way to express their true selves. It may be that low self-monitors were more reluctant to post items on Facebook that were indicative of self-expression due to issues with the perceived authenticity of Facebook friendships. Further research should explore whether high and low self-monitors view Facebook friendships similarly to the way they view their face-to-face friendships.

Evaluation of Hypotheses

Based on the results, some of my hypotheses were supported regarding the association between self-monitoring and social network behaviors and experiences. In face-to-face interactions, high self-monitors have a concern for image control and their self-presentation as it comes across to multiple audiences. Low self-monitors have a preference for authenticity in their networks, and want to establish a more integrated social world. However, perhaps some of the way these self-monitoring preferences are manifested on social networking sites should be reconsidered.

It is possible that high self-monitors are using Facebook more in order to maintain all of their latent ties. Staying up-to-date on their Facebook friends' responses and maintaining daily activity would allow for a continuous connection with their Facebook network, making it easier to find that specific "activity partner" for the specific situation when it arises. High self-monitors may also see Facebook as a useful tool to their image control concerns in that it allows them to easily learn about "who their friends are," which in turn aids image control and image matching in face-to-face encounters.

Furthermore, high self-monitors' desire to match specific audiences to specific situations may play a role in their desire to engage in SNS such as Facebook. A study by Tufekci (2008) found that the tendency to use the Internet for expressive purposes, such as for social interactions, self-presentation, or social monitoring, was one of the biggest predictors of using SNS. Tufekci found that non-users of SNS were less interested in activities that could be conceptualized as social grooming, or the exchanging and browsing social information about friends and acquaintances, and curiosity about people. It is not that SNS non-users are reluctant to use the Internet to communicate, as there were no differences between SNS users and non-users in using the Internet for informational activities such as banking, shopping, or checking the weather; rather, it is the social browsing and social grooming functions of SNS that non users of SNS were less interested in. The same may be said for self-monitoring.

Since low self-monitors prefer an integrated social world, Facebook could be a source of heterogeneity in their social network. The social grooming options that are available on Facebook could appear to be unappealing to a low self-monitor whose goal is to be their "true selves." Issues of authenticity and emotional connections could deter low self-monitors from engaging in Facebook and thus make them more likely to leave the Facebook.

Limitations and Implication for Future Research

One important area to consider is the range of participants examined in this study. My sample consisted mainly of young adults who were all accustomed to a university setting where integrating the online world into their lives was almost a necessity. In

contrast, previous self-monitoring research, which found high self-monitors to be concerned with multiple audiences, was conducted during a time when interactions were based mainly on face-to-face interactions.

Since my sample grew up with the presence of social networking sites at a much earlier age than older adults, and are more accustomed to having mixed mode interactions, it is possible that they are using these sites to suit their self-monitoring preferences in a way that may different than older adults. Older adults, or those who are not so accustomed with mixed mode interactions in their daily lives, may rely more on their face-to-face interactional preferences to guide their actions on the online world.

It is also important to address the rapidly changing features of Facebook and other SNS. Although we conducted our analyses using a "snapshot" or static image of participant profiles, the timing in which the features were created could have impacted our findings. For example, we did not find high self-monitors to be more likely to use segmenting features such as Facebook lists. At the time of data collection, the lists feature was fairly new and its presence was known as a means of customizing privacy settings rather than as a way to segment one's network. Since then, the options for segmenting or compartmentalizing one's online social network have evolved greatly. SNS still continue to make changes in their settings to address the issue of privacy with multiple audiences, but they now also use these segmenting features to highlight the opportunity for self-expression to an exclusive group of people. For example, the Facebook lists feature now allows users to classify their friends into different groups and allows users to have different levels of information available to different lists of friends.

People can now update their status and make it only available to those who are on a particular friend list. A "groups" feature has also evolved such that one can now post pictures or information onto the group page, and make it so that it is only visible to group members. Furthermore, a newly developed SNS such as Google+, also places great importance on segmentation as one of the main attributes of the site. Google+ allows users to create social "circles" in which they can categorize friends into separate groups and make information available only to certain "circles." Because segmenting online social networks is still a fairly new concept, future research should examine the effects of self-monitoring on SNS again, once the segmenting features become more familiar to users.

Since data collection, the layout of the Facebook profile the privacy settings have also changed a lot.   The Facebook profile now has the option of displaying in the form of a "timeline" which places more emphasis on self-expression by highlighting one's most memorable posts, photos and life events. Future research should also look at how the new layout affects high and low self-monitors.

Conclusion

As the presence and usage of social networking sites continue to grow, it is important to understand exactly what it is that draws people towards this form of communication. In executing this study, I hoped to discover a relationship between self-monitoring and communication preferences on social networking sites such as Facebook. Although the results were not what I expected, it provided great insight into the different ways people view and construct their online versus offline social networks.

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FOOTNOTE

[1] Profile data was downloaded and saved prior to the launch of the Facebook Timeline

layout, which now allows users to highlight the posts they would like to emphasize on

their profile.

Self-Monitoring Scale

Twenty-Five-Item Measure of Self-Monitoring (Snyder, 1974)

1. I find it hard to imitate the behavior of other people. (F)
2. My behavior is usually an expression of my true inner feelings, attitudes, and beliefs. (F)
3. At parties and social gatherings, I do not attempt to do or say things that others will like. (F)
4. I can only argue for ideas which I already believe. (F)
5. I can make impromptu speeches even on topics about which I have almost no information. (T)
6. When I am uncertain how to act in a social situation, I look to the behavior of others for cues. (T)
7. I guess I put on a show to impress or entertain others. (T)
8. I would probably make a good actor. (T)
9. I rarely need the advice of my friends to choose movies, books, or music. (F)
10. I sometimes appear to others to be experiencing deeper emotions than I actually am. (T)
11. I laugh more when I watch a comedy with others than when alone. (T)
12. In a group of people I am rarely the center of attention. (F)
13. In different situations and with different people, I often act like very different persons. (T)
14. I am not particularly good at making other people like me. (F)
15. Even if I am not enjoying myself, I often pretend to be having a good time. (T)
16. I'm not always the person I appear to be. (T)
17. I would not change my opinions (or the way I do things) in order to please someone or win their favor. (F)
18. I have considered being an entertainer. (T)
19. In order to get along and be liked, I tend to be what people expect me to be rather than anything else. (T)
20. I have never been good at games like charades or improvisational acting. (F)
21. I have trouble changing my behavior to suit different people and different situations. (F)
22. At a party I let others keep the jokes and stories going. (F)
23. I feel a bit awkward in public and do not show up quite as well as I should. (F)
24. I can look anyone in the eye and tell a lie with a straight face (if for a right end). (T)
25. I may deceive people by being friendly when I really dislike them. (T)

Big Five Inventory – Extraversion Subscale

Forty-Four-Item self-report measure designed by John et al. (1991) to measure five dimensions—openness, conscientiousness, extraversion, agreeableness, and neuroticism. The eight items pertaining to extraversion are listed below.

I am someone who.,.
Is talkative
Is reserved*
Is full of energy
Generates a lot of enthusiasm
Tends to be quiet*
Has an assertive personality
Is sometimes shy, inhibited*
Is outgoing, sociable

Note: *indicates item is reverse-scored

Facebook Questionnaire – Extended

The shaded sections of the questionnaire indicate items that were not part of the original Ross et al. (2009) measure.

<u>*Facebook Questionnaire - Extended*</u>

The following questions pertain to the attitudes and experiences associated with using Facebook, an online social networking site.

1. Please choose the answer that best describes your Facebook history.
        a.) I am currently a member of Facebook.
        b.) I was once a member of Facebook, and I have deactivated my account.
        c.) I have never had a Facebook account.

1b. If you answered b.) to question 1, why did you stop using Facebook? (Please check all   that apply)
      - Concerns with privacy and/or safety
      - Too difficult to maintain
      - Too distracting
      - Loss of interest
      - Applying for a job
      - Other (please specify)

1c. If you answered c.) to question 1, why not? (Please check all that apply)
      - Do not have regular computer access
      - Do not have time
      - Too difficult to maintain
      - Too distracting
      - Not interested
      - Concerned with privacy and/or safety
      - Have never heard of Facebook before
      - Applying for a job
      - I don't like that everyone seems to be using Facebook
      - Other (please specify)

If you answered a.) to question 1, please continue with the rest of the survey….
2. Approximately how long have you had your Facebook profile?
      - 6 months or less
      - 1 year
      - 1.5 years
      - 2 years
      - 2.5 years
      - 3+ years

3. On average, approximately how many minutes per day do you spend on Facebook? [If you log onto your account multiple times per day, please select the total combined time you spend on Facebook]

      - 10 minutes or less
      - 10–30 minutes
      - 31–60 minutes
      - 1–2 hours
      - 2–3 hours
      - 3+ hours

4. Please indicate to what degree you agree with the following statements.
   Strongly disagree
   Disagree
   Slightly disagree
   Neither agree nor disagree
   Slightly agree
   Agree
   Strongly agree
      4a. Facebook is part of my everyday activity.
      4b. I am proud to tell people I'm on Facebook.
      4c. I dedicate a part of my daily schedule to Facebook.
      4d. I feel out of touch when I haven't logged on to Facebook for awhile.
      4e. I feel I am part of the Facebook community.
      4f. I would be sad if Facebook shut down.

5. The following statements refer to any function of Facebook, such as the wall, profile, status updates, in which you make information about yourself available to your friends. Using the scale provided, please indicate the degree to which you agree or disagree with the following statements. *same scale as question 4*
I use Facebook to…
      5a. let other people know my personal opinions
         (e.g., opinions on current events, sports, music, celebrities, people you know, etc.).
      5b. let other people know my attitudes (e.g., things I like and dislike).
      5c. let other people know my values
         (e.g., political views, religious views, philosophical views, etc.).
      5d. let other people know about my thoughts, ideas, and observations.
      5e. let other people know my daily plans (what I am doing, where I am going)
      5f. share my experiences with other people.
      5g. let other people know to what groups I belong
         (e.g., college affiliation, favorite sports team)
      5h. let other people know my interests
         (e.g., activities, music, hobbies, movies, books, etc.)

5i. let other people know about my personal accomplishments
(e.g., education, jobs, etc.)

6. Pick the option which best approximates how often you spend…
More than once daily
Once daily
2 or more times weekly
Once weekly
1-2 times monthly
A few times per year
Never
6a. examining your friends' profile information?
6b. keeping up with your friends' postings and updates?
6c. responding to your friends' postings and updates, in general?
6d. responding to your friends' postings and updates to joke around with them?
6e. responding to your friends' postings and updates to agree or support them?
6f. responding to your friends' postings and updates to disagree or argue with them?
6g. responding to your friends' postings and updates to ask about their lives?

7. Please indicate the rate to which you agree or disagree with each of the following statements.
7a. Maintaining relationships through Facebook feels authentic and genuine.
7b. My relationships in Facebook feel the same as my face-to-face friendships.
7c. Communicating with friends on Facebook is not the same as communicating with them face-to-face.
7d. Communicating with friends on Facebook feels more superficial than communicating with them face-to-face.
7e. It is possible to have emotionally meaningful relationships on Facebook.
7f. Facebook friendships are not the same as "real" friendships.
7g. The people I interact with most with on Facebook are the same people I interact with most in my offline life.
7h. On Facebook I interact mostly with people who I don't see very much in my offline life.

8. Approximately how many friends are on your Facebook friends list? _____

9. Some people see their Facebook social network as one large collection of their friends and acquaintances. Other people see their Facebook social network as a collection of many separate small groups of friends and acquaintances. Using the pictures below, describe how you personally view your social network on Facebook.

Please select the number which best corresponds with how you view your social network on Facebook.

1 group of friends — 1
1 main group of friends and a few small groups of other friends or acquaintances — 2
A few main groups of friends and a few groups of other friends or acquaintances — 3
Several groups of friends and several acquaintances — 4
Many different groups of friends and acquaintances — 5
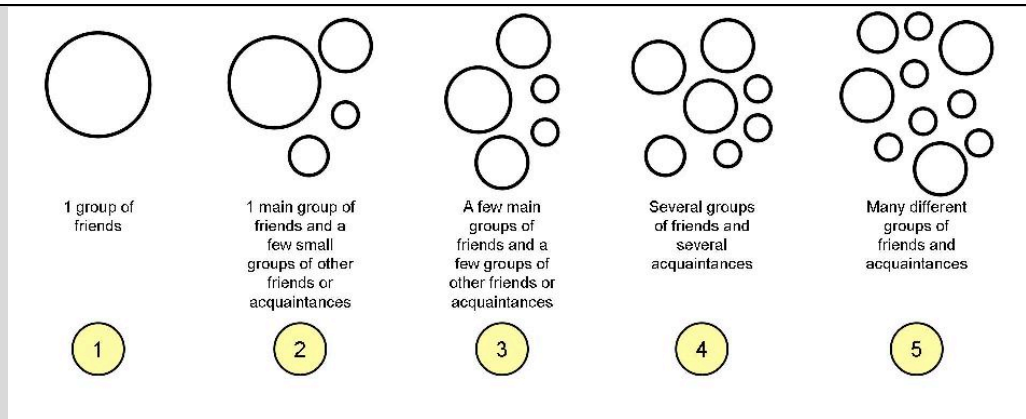
10. Some people see their different groups of Facebook friends as highly interconnected: people in one group know people in another group well, and people from the different groups may spend a lot of time with one another.

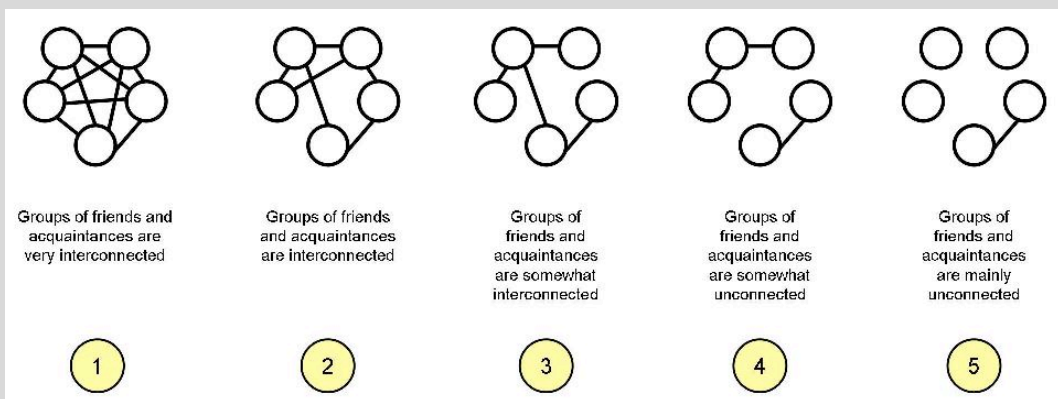Other people see their groups of Facebook friends as highly separated: people in a group do not know people in another group, and people from the different groups spend no time with one another.

The pictures below represent some ways in which groups of friends could be interconnected or separated. A line between two groups means people in those two groups know each other and may interact.

Your personal network of friends may have more or fewer groups than those listed below. However, using the pictures below, please indicate which one best represents the connections between your groups of friends.

Please select the number which best represents the connections between your groups of friends on Facebook.

Groups of friends and acquaintances are very interconnected — 1
Groups of friends and acquaintances are interconnected — 2
Groups of friends and acquaintances are somewhat interconnected — 3
Groups of friends and acquaintances are somewhat unconnected — 4
Groups of friends and acquaintances are mainly unconnected — 5

Questions 11-16 have the same scale as question 4.

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11. How would you characterize your network of friends on Facebook? My Facebook friends…

       11a. are from many different settings or roles in my life
           (e.g., friends, family, work, school, hobbies/activities, etc.)
       11b. are from many different geographic areas
           (e.g., different neighborhood, cities, states, countries, etc.)
       11c. are from many different time periods in my life
           (e.g., elementary school, middle school, high school, college, after college, etc.)
       11d. range from very emotionally close (e.g., best friend) to not very emotionally close at all (e.g., strangers).
       11e. are very similar to me in most important ways.
       11f. are very similar to each other in most important ways.
       11g. are very different from me in many important ways.
       11h. are very different from each other in many important ways.

12. Indicate the degree to which you agree or disagree with the following statements:

       12a. Dealing with how I come across to people from different parts of my life is a problem for me when I use Facebook.
       12b. Being able to easily let everyone in my social network know what is going on in my life is a - great feature of Facebook.
       12c. I wish I had more control to tailor certain postings for certain people in my network.
       12d. I like that people can share pictures of me from different times or settings in my life with all my other Facebook friends.
       12e. When I communicate with my Facebook friends, I prefer to use private emails instead of posting on public walls.

Some people have Facebook friends from different parts of their lives. The following questions are about how people think about friends from different parts of their lives on Facebook.

Please indicate how you agree or disagree with each of the following statements.
(same scale as question 4)

13. When I first created my profile…

       13a. I thought a lot about how I would come across to friends from different parts of my life.
       13b. I was very concerned about how I might come across to friends from different parts of my life.
       13c. I posted what I wanted to post without worrying about how it might come across to friends from different parts of my life.
       13d. I put a lot of effort into tailoring my image for friends from different parts of my life.

14. Now, when I post new things on my profile such as status updates or photos…
      14a. I think a lot about how it might come across to people from different parts of my life.
      14b. I am very concerned about how I might come across to friends from different parts of my life.
      14c. I put a lot of effort into tailoring my image for friends from different parts of my life.
      14d. I post what I want to post without worrying about how it might come across to friends from different parts of my life.

15. When I post on other peoples' walls… *(same scale as question 4)*
      15a. I think a lot about how it might come across to the person whose wall it is.
      15b. I am very concerned about how I might come across to the person whose wall it is.
      15c. I post what I want to post without worrying about how it might come across to the person whose wall it is.
      15d. I put a lot of effort into tailoring my message for the person whose wall it is.

16. When I post on other peoples' walls…
      16a. I think a lot about how it might come across to people who might see my posting.
      16b. I am very concerned about how I might come across to people who might see my posting.
      16c. I post what I want to post without worrying about how it might come across to people who might see my posting.
      16d. I put a lot of effort into tailoring my message for people who might see my posting.

Currently, there are some limitations in how Facebook allows people to control who sees different posting updates (status updates, photo postings, etc.). One of these is the difficulty in specifying which groups of friends sees which updates.

Suppose it were easy for you to customize which groups of friends in your Facebook network saw which updates. For example, suppose one group could see your political opinions, and another group of friends could see your social plans.

16. If this type of option existed, to tailor which groups of friends saw which updates, Would you use this function?
      - Definitely not use it
      - Unlikely to use it
      - May not use it
      - I would consider using it
      - Might use it

- Likely to use it
- Definitely use it

17. If this type of option existed, how would it affect your satisfaction with Facebook?
- Much less satisfied with Facebook
- Less satisfied with Facebook
- Somewhat less satisfied with Facebook
- No effect on my satisfaction with Facebook
- Somewhat more satisfied with Facebook
- More satisfied with Facebook
- Much more satisfied with Facebook

The following questions deal with your satisfaction with Facebook and features of Facebook.
   Very dissatisfied
   Dissatisfied
   Somewhat dissatisfied
   Neither satisfied nor dissatisfied
   Somewhat satisfied
   Satisfied
   Very satisfied
18. How satisfied are you with Facebook, overall?
19. How satisfied are you with your ability to create a profile that accurately reflects "who you are"?
19. How satisfied are you with your ability to control how your profile appears to people in general?
20. How satisfied are you with your ability to control how your profile appears to different groups of friends?
21. How satisfied are you with your ability to match specific postings and messages (status updates, photos, etc.) to specific friends?
22. How satisfied are you with your ability to match specific postings and messages (status updates, photos, etc.) to specific groups of friends?
23. How satisfied are you with your ability to connect with friends in a meaningful way on Facebook?
24. How satisfied are you with your ability to control who has access to your personal profile information?
25. How satisfied are you with the privacy of your personal profile information?

The questions on the next few pages refer to specific settings on your Facebook account. We ask that you answer these questions as accurately as possible.
Please open a new window in your Internet browser, then log on to www.facebook.com to access your personal account.

26. Please indicate which group has access to the specified information on your Facebook account.
    Only myself
    Only my friends
    Friends of friends
    Everyone
        - Who can see your Facebook profile?
        - Status Updates:
        - Videos tagged of you:
        - Photos tagged of you:
        - Online Status:
        - Wall:
        - What level of security do you have with respect to who can search for you on Facebook?

27a. Do you use the Block List to prevent certain people from searching for you?
        - Yes
        - No
        - Don't Know

27b. Approximately how many people are on your block list? _____

27c. Why do you utilize the block list feature?
        - To avoid certain people whom I do not want to communicate with
        - To prevent certain people from "stalking" me
        - Other (please specify)

28a. Do you create separate friend lists to prevent certain people from seeing certain aspects of your profile?
        - Yes
        - No
        - Don't Know

28b. Approximately how many friend lists have you created? _____

28c. Approximately how many of your friends are on a separate friend list? _____

28d. Why do you utilize a "limited profile" list?
        - To prevent certain people from seeing more private information
        - To prevent certain people from "stalking" me
        - Other (please specify)

29. Please indicate how often you post pictures of the following:
    More than once daily

2 or more times weekly
Once weekly
Twice monthly
Less than once monthly
A few times per year
Less than once per year
- Family:
- Significant Other:
- Friends:
- Pets:
- Parties:
- Myself:
- Scenery:
- Sporting Events:
- Art:
- Other:

30. Please indicate how often you do the following: *same scale as question 29*
- Comment on other people's photos:
- Post on other people's Walls:
- Check your own Wall:
- Utilize the Facebook chat feature:
- Send private Facebook messages:
- Update your Facebook status:

31. Whose walls do you post most frequently on?
- People from your friends list
- People who belong to the same groups you do
- Random people
- Other (please specify)

32. To whom do you send private Facebook messages to most frequently?
- People from your friends list
- People who belong to the same groups you do
- Random people
- Other (please specify)

33. Please select "Yes" or "No" to indicate which functions you receive notifications.
33a. When someone sends me a message
33b. When someone adds me as a friend
33c. When someone writes on my wall
33d. When someone ''pokes" me
33e. When someone tags me in a photo
33f. When someone tags me in a note

33g. When someone tags one of my photos
33h. When someone invites me to join a group
33i. When someone invites me to join an event
33j. When someone requests to join a group of which I am an admin
33k. When someone request to join an event of which I am an admin
33l. When someone comments on my notes
33m. When someone comments on my photos
33n. When someone comments on a photo of me
33o. When someone comments after me in a photo
33p. When someone comments after me in a note
33q. When someone comments after me in a posted item
33r. When someone tags me in a video
33s. When someone comments on my video
33t. When someone comments on a video of me
33u. When someone replies to my discussion board post
33v. When someone posts on the wall of an event I admin

34. Do you use email or text notifications to alert you to whether someone has contacted you via Facebook?
- E-mail
- Text
- Both
- Neither

35. Which function do you prefer more:
- Facebook Wall
- Facebook Messages
- Why?

36a. Do you have multiple Facebook profiles?
- Yes
- No
36b. How many Facebook profiles do you have?
36c. Briefly describe why you have more than one Facebook profile.
_____

37a. How many Facebook Groups have you created?
37b. How many Facebook Groups do you belong to?
37c. How many of these groups are "open"?
37d. How many of these groups are "closed"?
37e. How many of these groups are "secret"?

37f. If you belong to any Facebook Groups, what do you use this feature for? (Check all that apply)
- To make a post to my group

- To share a link with my group members
- To post photos/videos to a group
- To create an event for the group
- To group chat with members of my group
- To collectively write and edit using the group docs feature
- Other (please specify)

38a. How many events have you attended that were coordinated on Facebook?
38b. How many Facebook events have you created?

39. How many Networks do you belong to?

40a. Do you untag yourself from photos others post of you?
- Yes
- No

40b. How often do you filter through your pictures to untag yourself?
- Immediately after I receive notification
- Daily
- Weekly
- Monthly
- Never
- Other (please specify)

41. What is your most preferred function/application of Facebook?
- Photos
- Notes
- Groups
- Lists
- Events
- Posted Items
- Marketplace
- Wall
- Chat
- Messages
- Other (please specify)

42. Why do you like Facebook?
- It is how I communicate with my current friends
- It provides a distraction from my schoolwork
- It allows me to communicate with people from my past
- It allows me to collect information on people I am interested in
- It provides me with information (e.g., in groups)
- Other (please specify)

Please answer "Yes" or "No" to each of the questions below.
43a. Do you provide your mailing address on your Facebook profile?
43b. Do you provide a phone number on your Facebook profile?
43c. Do you provide an e-mail address on your Facebook profile?

44. Approximately how many Photo Albums do you presently have on Facebook? _____

45. What do you post pictures of?

- Family:	Yes	No
- Significant Other:	Yes	No
- Friends:	Yes	No
- Pets:	Yes	No
- Parties:	Yes	No
- Myself:	Yes	No
- Scenery:	Yes	No
- Sporting Events:	Yes	No
- Art:	Yes	No
- Other:	Yes	No

Appendix D

Part 2: Facebook Profiles Coding Sheet

Observed items	*Key*
Photos *(use the "Photos" file for items 1, 2, and 4)*	
Tagged photo option available for viewing:	Yes = 1 No = 0
Number of photos tagged: Number = number of photos listed under the participants profile picture; if tagged photos are not available, write 0	Number = number of photos listed under the participants profile picture
Set of profile pictures (for a-d, only look at the first 20 photos) ; *use the file that is labeled "Profile Pictures" for 3a through 3d*	
Number of Profile Pictures We will only be looking at the first 20 photos; *If there are more than 20, write "20+"*	Number = total # posted (0-20+)
# of photos alone Of the first 20 profile pictures, how many contain only the participant? In these photos, the participant intends to have a profile picture of only themselves (although other bodies or faces may appear in the background) Pictures of objects do not count in this item	Number = total # alone (0-20+)
# of photos with 1 other person Of the first 20 profile pictures, how many contain the participant and 1 other person? In these photos, the participant intends to have a profile picture of themselves and one other person (although other bodies or faces may appear in the background) Pictures of objects do not count in this item	Number = total # w/ 1 other person (0-20+)
# of photos with 2 or more other people Of the first 20 profile pictures, how many contain the participant and 2 or more others? Do not count people who are in the background or unintentionally included in a photo Pictures of objects do not count in this item	Number = total # w/ 2 or more other people (0-20+)
Posting of photos and albums	
Number of album We will only be looking at the first 6 albums; so just write the number of albums you see on the PDF (0 through 6); if	Number = total # posted (0-6)

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you can see more than 6 albums, write 6+	
Number of photos This is the sum of all photos from each album in 4a (based on the first 6 albums only).	Add the number of photos posted in the albums from the previous question.
Status Updates *(use the "Wall" file for items 5 through 7)* For this set of questions, the latest status update indicates a particular time (e.g. 2 hours ago), refer to the date on the bottom corner of the PDF file. This is the date in which the profile was saved.	
Most recent date participant has updated their status or posted on their own wall (date towards the top of the page) includes posting photos, links, and videos on one's own page includes when a person "checks-in" to a place (but not when others check the participant in) does not include recent activity such as commenting on others' walls, changing their profile pictures, change of relationship status, etc.	
Latest date participant has updated their status or posted on their own wall (date towards the bottom of the page) includes posting photos, links, and videos on one's own page includes when a person "checks-in" to a place (but not when others check the participant in) does not include recent activity such as commenting on others' walls, changing their profile pictures, change of relationship status, etc.	
Total # of status updates includes posting photos, links, and videos on one's own page only count each status update once; do not count one's response to their own status update	
Friends *(use the number of friends that appears on the left hand side of any of the PDF files)*	
Number of friends If the # of friends is not available, write "N/A"	
Wall *(use the "Wall" file for items 9 through 11)*	
Most recent date participant has responded to a friends' posting on their own wall (date towards the top of the page)	
Latest date participant has responded to a friends' posting on their own wall (date towards the bottom of the page)	
Total # of times participant has replied to a friend's wall post Based on what is visible, has the participant responded to	

others' wall postings? If so, how many times? Do not count a person's response to their own status updates. This # should only be based on a participant's response to what others write or post on their wall When the participant "likes" a friend's posting on their wall, this is considered a response. Only count each reply once; (e.g. if a person's reply ends up leading to a whole thread of responses, only count this once)	
Info *(use the "Info" file for items 12 through 18)*	
About Me	
Basic Info	
Relationship Status	
Displayed: Yes or No	Yes = 1 No = 0
Is the name of a person attached to relationship status?	Yes = 1 No = 0
Interested in…	
Displayed: Yes or No	Yes = 1 No = 0
Languages	
Displayed: Yes or No	Yes = 1 No = 0
Religious Views	
Displayed: Yes or No	Yes = 1 No = 0
Political Views	
Displayed: Yes or No	Yes = 1 No = 0
People who inspire you	Yes = 1 No = 0
Favorite Quotations	Yes = 1 No = 0
Work	Yes = indicate # of employers listed No = 0
Education	Yes = indicate # of schools listed No = 0
Arts and Entertainment	
Music	Yes = indicate # of music interests listed No = 0
Books	Yes = indicate # of

	books listed No = 0
Movies	Yes = indicate # of movies listed No = 0
Television	Yes = indicate # of television shows listed No = 0
Games	Yes = indicate # of games listed No = 0
Sports	
Sports you play	Yes = indicate # of sports listed No = 0
Favorite teams	Yes = indicate # of teams listed No = 0

Favorite athletes	Yes = indicate # athletes listed
	No = 0

Activities and interests	Yes = indicate # of activities/ interests listed No = 0
Contact Information	
E-mail	Yes = indicate # of e-mail addresses listed No = 0
IM Screen Name	Yes = indicate # of IM screen names listed No = 0
Phone	Yes = indicate # of phone numbers listed No = 0
Address	Yes = 1 No = 0
Website A person's "Facebook" page does not count as a website	Yes = indicate # of websites listed No = 0
Privacy Settings	
Recent Activity: displayed on profile?	Yes = 1 No = 0

Visibility *(refers to whether these items appear below a person's profile picture)*	
Wall tab	Yes = 1 No = 0
Photos tab	Yes = 1 No = 0
Friends tab	Yes = 1 No = 0
Date profile was saved: Indicates the date in which the PDF file was saved (on the bottom right corner of the file)	