

# The Post Anachronism: The Temporal Dimension of **facebook** Privacy

Lujo Bauer, Lorrie Faith Cranor, Saranga Komanduri,  
Michelle L. Mazurek, Michael K. Reiter, Manya Sleeper,  
**Blase Ur**  
**blase@blaseur.com**



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

**Carnegie Mellon**

# facebook



**Blase Ur**

June 8



CUPS folks looking sharp at the Privacy Law Scholars Conference dinner



Welcome to Thefacebook!

## [ Welcome to Thefacebook ]

Thefacebook is an online directory that connects people through social networks at colleges.

We have recently opened up Thefacebook at the following schools:

Alabama • Appalachian State • Cooper Union • CSU Sacramento  
 CUNY Hunter • Denison • Furman • Gonzaga • IUPUI • Kutztown  
 Marymount • Marymount Manhattan • Monmouth • Montclair  
 MS State • Muhlenberg • N. Arizona • North Dakota • Portland  
 Rose-Hulman • Sacred Heart • Sarah Lawrence • Seton Hall  
 St. Johns • St. Lawrence • SUNY New Paltz • SUNY Oswego  
 Texas State • Toronto • Tulsa • University of the Pacific • Utah • Washington State  
 Willamette • Wisconsin Milwaukee • WPI • Xavier

For a complete list of supported schools, click [here](#).

Your facebook is limited to your own college or university.

You can use Thefacebook to:

- Search for people at your school
- Find out who
- Look up your
- See a visual

quick search

go

My Profile [ edit ]  
 My Groups  
 My Friends  
 My Messages  
 My Away Message  
 My Mobile Info  
 My Account  
 My Privacy

## Blase Ur's Profile (This is you)

Search

My Profile edit

My Friends

My Photos

My Shares

My Notes

My Groups

My Events

My Messages

My Mobile

My Account

My Privacy



View More Photos of Me

Blase Ur

No Network

Sex: Male  
 Interested In:  
 Relationship Status:  
 Looking For: Friendship  
 Birthday:  
 Hometown: Edison, NJ  
 Political Views:

## ▼ Mini-Feed

Displaying 3 stories.

See All

## Today

- Blase edited Residence, Hometown, Interests, Looking For, Interested In, Activities, Political Views, Music, Movies and Books in his profile, and changed his profile picture. 11:58pm
- Blase has a new address: Leverett House, Harvard University 11:55pm

**Do preferences  
about a post's  
privacy change  
over time?**

Facebook interface showing a post by Blase Ur.

Search bar, navigation links (Home, Blase), and user avatars are visible in the top blue bar.

The post content includes:

- Blase Ur shared a link.
- Date: June 15, 2006
- Image: A photograph of three people in costumes. One person is wearing a white mask with blue eye makeup and a rainbow wig. Another person is wearing a pink wig and a pink outfit. A third person is wearing a white corset and a white top.
- Interaction buttons: Like, Comment, Promote, Share
- Like count: 3

On the right side, there is a "Recent" section with a list of years from 2013 down to 2003, and a "Born" section.

**Should fewer  
people be able to  
access content?**

2 3

Born

Born

**Should content  
just be harder  
to find?**



**Blase Ur** shared a link via Facebook  
September 9, 2012 · 0

This headline just captures something about the culture about all parts of this situation.

**The Seattle Times**

Hungarian prime minister unfriends IMF on Facebook

Like · Comment · Promote · Share · 0

**Fang Yuan, Blase Ur**  
September 10, 2012 · 0

Listening to Dengue Fever in Mexico City - hope all's been well with you amigo!

Like · Comment · Share · 1

**Roxana Matuz** shared a link.  
October 2, 2012 · 0

driving wouldn't be the same without this :))

**Kid Rock - All Summer Long [OFFICIAL MUSIC VIDEO]**

Like · Comment · Share · 5

More posts from August 18 to 28 · 0

**Kathryn Hymes** was tagged in 3 photos in American Corner Debrecen  
September 17, 2012 · 0

Staying in the city and Blase Ur in Katinia, Szeged



Like · Comment · Stop Notifications · 3

More posts from July 21 to August 18 · 0

**Blase Ur** became friends with Belle Koven  
July 21, 2012

**Belle Koven**  
Harvard

Like · Comment · Share · 0

**Summertime On Usable (SOOPS)**  
July 17, 2012 · 0

SOUPS White House tour — with some Cranor and 2 others.



Like · Comment · Share · 11 · 2

More posts from July 5 to 11 · 0

**Lee Hinson-Hasty**  
July 2, 2012 · 0

Just had a great visit with a good

**Blase Ur** shared a link via Facebook  
June 8, 2012 · 0

First Disk Of Rosetta Stone Hungarian Just Urges Listeners To

Like · Comment · Share · 3 · 3 · 2

More posts from May 25 to June 8 · 0

**Blase Ur**  
May 21, 2012 · 0

WE WANT THE CLIP!



Like · Comment · Stop Notifications · 14

More posts from May 8 to 25 · 0

**Blase Ur**  
May 8, 2012 · 0

Devils back in the conference final! At is right in the world. :)

Like · Comment · Promote · Share · 5

**Blase Ur**  
April 28, 2012 · 0

Bobby and Nicole's Wedding- 4/28/12 (3 photos)



Like · Comment · Stop Notifications · 2

**Blase Ur** shared a link.  
December 18, 2011 · 0

http://patster66.artistswanted.org/exposure2011#TuopKt-oD20.facebook

Like · Comment · Share · 1

More posts from December 13 to 18 · 0

**Michael Littman**  
December 13, 2011 · 0

Our largest collection of programmable devices ever! — with Blase Ur



Like · Comment · Stop Notifications · Share

**Blase Ur** became friends with Justin Cranshaw  
November 20, 2011

Like · Comment · Share · 15 · 13 · 3

**Blase Ur**  
February 3, 2012 · 0

Giants beat the New England Patriots! Devils destroy the Pittsburgh Penguins! New Jersey triumphs over both of the other places I've lived in the U.S., as it should be!

Like · Comment · Promote · Share · 10 · 2

More posts from February 2 to 5 · 0

**Blase Ur**  
February 2, 2012 · 0

Do you (or does someone you know) need a place to live in Progloway? 40 min by car from Dutch Campus? Here'll be a room open soon in my place; get in touch if you're interested in living in a sweet place with good people.



Like · Comment · Promote · Share · 1 · 4

More posts from February 2 to 5 · 0

**Roxana Matuz, Blase Ur**  
October 15, 2011 · 0

LMAI!

Like · Comment · Share · 1

**Blase Ur**  
October 22, 2011 · 0

Giants vs. Patriots in the Super Bowl? I'll take a repeat of that. I'll take a repeat of the result, too.)

Like · Comment · Promote · Share · 27 · 2

More posts from September 13 to 20 · 0

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December 18, 2011 · 0

http://patster66.artistswanted.org/exposure2011#TuopKt-oD20.facebook

Like · Comment · Share · 1

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http://patster66.artistswanted.org/exposure2011#TuopKt-oD20.facebook

**Bill Martinak** was tagged in 2 photos  
October 19, 2011 · 0

Like · Comment · Stop Notifications · Share · 2 · 10

More posts from September 23 to 30 · 0

**Blase Ur** changed his cover photo  
September 20, 2011 · 0



Like · Comment · Stop Notifications · Promote · Share · 3

More posts from September 5 to 23 · 0

**Blase Ur** shared a link.  
September 5, 2011 · 0

Hola Blase!!!!

Like · Comment · Share · 2 · 2

More posts from September 2 to 5 · 0

**Blase Ur** shared a link.  
September 2, 2011 · 0

Rowan Dorin, Casey Lutz, Blase Ur, Jacob Model, Rita Paraj, Ula Fomberg look forward to your future entries in the Dance Your Ph.D. contest. http://100.com/180909/line-2011-09-02-contest-has-officially-begun

Like · Comment · Share · 4 · 4

More posts from August 23 to 30 · 0

**Blase Ur** shared a link.  
August 23, 2011 · 0

Are you still at Rutgers? I'm a grad student here now!

Like · Comment · Share · 6 · 2

More posts from August 3 to 25 · 0

**Blase Ur** shared a link.  
August 3, 2011 · 0

Where is my picture? Where is my picture?!!!!

Like · Comment · Share · 6 · 2

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Like · Comment · Share · 6 · 2

More posts from July 30 to August 3 · 0

**Blase Ur** shared a link.  
July 30, 2011 · 0

I'm coming to visit you in the Mellon-camp, you have a number?

Like · Comment · Share · 27 · 11

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**Kathryn Hymes**  
May 8, 2012 · 0

If you have to say goodbye to Blase Ur, at least it will be Blase Ur saying to an encore of "Back in the U.S.A." from the tech room at a Rutgers Magnet concert.

Unlike · Comment · Share · 3 · 3

More posts from February 5 to 10 · 0

**Zsolt Vikiroia Suba** was tagged in 2 photos in American Corner Debrecen  
April 29, 2011 · 0



Unlike · Comment · Stop Notifications · Share · 4 · 3

More posts from April 27 to 28 · 0

**Blase Ur** was tagged in 3 photos in American Corner Debrecen's album of Conversation Club Photos. — American Corner Debrecen  
April 27, 2011 · 0

Like · Comment · Share · 52 · 2 · 4

More posts from April 10 to 27 · 0

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April 10, 2011 · 0

Like · Comment · Share · 52 · 2 · 4

More posts from April 10 to 27 · 0

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Like · Comment · Share · 52 · 2 · 4

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More posts from April 10 to 27 · 0

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**American Corner Debrecen**  
February 10, 2012 · 0

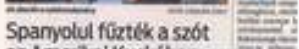
and its Spanish Club got featured in local newspaper Naplo. — with Dora Barta and 5 others

Like · Comment · Share · 15 · 2

More posts from February 5 to 10 · 0

**Cindy Yang**  
February 5, 2011 · 0

By edison, I did NOT mean Debrecen. I love just the way your homeland city is spelled and how it sounds. It might be pronounced...haha



Like · Comment · Share · 15 · 2

More posts from February 5 to 10 · 0

**Blase Ur**  
February 5, 2011 · 0

Sodasent Magyar Tudományok Akadémia — with Daniel Serfer.

Like · Comment · Share · 15 · 2

More posts from February 5 to 10 · 0

**Blase Ur**  
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September 9, 2012 · 0

This headline just captures something about the culture about all parts of this situation.

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Hungarian prime minister unfriends IMF on Facebook

Like · Comment · Promote · Share · 0

**Fang Yuan, Blase Ur** shared a link via Facebook  
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Listening to Dengue Fever in Mexico City - hope all's been well with you amigo!

Like · Comment · Share · 1

**Roxana Matuz, Blase Ur** shared a link via Facebook  
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driving wouldn't be the same without this :))

**Kid Rock - All Summer Long [OFFICIAL MUSIC VIDEO]**

Like · Comment · Share · 5

More posts from August 18 to 28 · 0

**Kathryn Hymes** shared a link via Facebook  
September 17, 2012 · 0

Staying in St. Kitts and Nevis up in St. Kitts, Nevis

**STACIONS AUTOMOBILES**

Like · Comment · Stop Notifications · 3 · Share

More posts from July 21 to August 18 · 0

**Blase Ur** became friends with Belle Koven  
July 21, 2012

**Belle Koven** Harvard

Like · Comment · Share

**Blase Ur** shared a link via Facebook  
July 21, 2012 · 0

Summers On Usable (soaps)

**SOUPS White House tour** — with some Cranio and 2 others.

Like · Comment · Share · 11 · 2

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Like · Comment · Share · 15 · 13 · 3

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First Disk Of Rosetta Stone Hungarian Just Urges Listeners To

Like · Comment · Share · 3 · 3 · 2

More posts from May 23 to June 5 · 0

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May 23, 2012 · 0

WE WANT THE CLIP!

Like · Comment · Stop Notifications · 14 · Promote · Share

More posts from May 8 to 25 · 0

**Blase Ur** shared a link via Facebook  
May 8, 2012 · 0

Devils back in the conference final! At is right in the world. e

Like · Comment · Promote · Share · 5

**Blase Ur** shared a link via Facebook  
April 28, 2012 · 0

Bobby and Nicole's Wedding- 4/28/12 (3 photos)

Like · Comment · Stop Notifications · 2 · Promote · Share · Tag Photos

More posts from April 11 to 28 · 0

**Nabeel Shamim** shared a link via Facebook  
April 11, 2012 · 0

Hello people. Check out our new single "What We Think It's a pretty different sound that you may like! You can also download the track at <http://www.nabeelshamim.com/trackz>. Feel free to share it! Would love to hear your feedback.

Special shout out to Raj RayStar Mathias for producing this crazy track!

Tagged: Britam Dodeja, Andrew Wilson, Blase Ur

Like · Comment · Share · 11 · 2

More posts from April 3 to 25 · 0

**Dora Barta, Blase Ur** shared a link via Facebook  
April 3, 2012 · 0

Where is my picture? Where is my picture? Where is my picture?!!!!

Like · Comment · Share · 2

More posts from April 3 to 25 · 0

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Like · Comment · Share · 2

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Giants beat the New England Patriots! Devils destroy the Pittsburgh Penguins! New Jersey triumphs over both of the other places I've lived in the U.S., as it should be!

Like · Comment · Promote · Share · 10 · 2

More posts from February 2 to 5 · 0

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February 2, 2012 · 0

Do you (or does someone you know) need a place to live in Progloway, NJ, 40 min by car from Dutch Camp? Here is a room open soon in my place, get in touch if you're interested in living in a sweet place with good people.

Like · Comment · Promote · Share · 1 · 4

**Roxana Matuz, Blase Ur** shared a link via Facebook  
February 2, 2012 · 0

LMAI

Like · Comment · Share · 1

**Blase Ur** shared a link via Facebook  
January 22, 2012 · 0

Giants vs. Patriots in the Super Bowl? I'll take a repeat of what I'll take a repeat of the result, too.)

Like · Comment · Promote · Share · 27 · 2

More posts from December 13 to 31 · 0

**Blase Ur** shared a link via Facebook  
December 13, 2011 · 0

<http://patster66.artistswanted.org/exposure2011#TuopXt-oDZ0.facebook>

Like · Comment · Share · 1

More posts from December 13 to 31 · 0

**Michael Littman** shared a link via Facebook  
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Like · Comment · Share · 4 · 4

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Like · Comment · Share · 4 · 4

More posts from November 26 to 31 · 0

**Blase Ur** shared a link via Facebook  
November 26, 2011 · 0

Justin Cranshaw

Like · Comment · Share · 17 · 7

More posts from November 26 to 31 · 0

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November 26, 2011 · 0

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Like · Comment · Promote · Share · 10 · 2

More posts from September 23 to 31 · 0

**Blase Ur** changed his cover photo  
September 20, 2011 · 0

Like · Comment · Stop Notifications · 2 · 16

More posts from September 23 to 31 · 0

**Blase Ur** changed his cover photo  
September 20, 2011 · 0

Like · Comment · Stop Notifications · 3 · Promote · Share

More posts from September 23 to 31 · 0

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Like · Comment · Stop Notifications · 3 · Promote · Share

**Kathryn Hymes** shared a link via Facebook  
May 6, 2012 · 0

If you have to say goodbye to a place, at least let it go. Blase Ur (going to an encore of "Back in the U.S." for the tech room at a Kuras Magat concert.

Unlike · Comment · Share · 3 · 3

**Zsolt Viktoria Suba** shared a link via Facebook  
April 29, 2012 · 0

Like · Comment · Stop Notifications · 4 · 3

More posts from April 27 to 28 · 0

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Like · Comment · Share · 52 · 2 · 4

More posts from April 27 to 28 · 0

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January 10, 2012 · 0

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Like · Comment · Share · 15 · 2

More posts from February 3 to 10 · 0

**Cindy Yang** shared a link via Facebook  
February 3, 2011 · 0

By edison, I did NOT mean debrecen. I love just the way your "edison" city is spelled and how I surmise it might be pronounced. haha

Like · Comment · Share · 1

More posts from February 3 to 10 · 0

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February 3, 2011 · 0

Sodasent Magyar Tudományok Akadémia. — with Daniel Sessler.

Like · Comment · Share · 1

More posts from February 3 to 10 · 0

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Like · Comment · Share · 1

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More posts from February 3 to 10 · 0

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Like · Comment · Share · 1

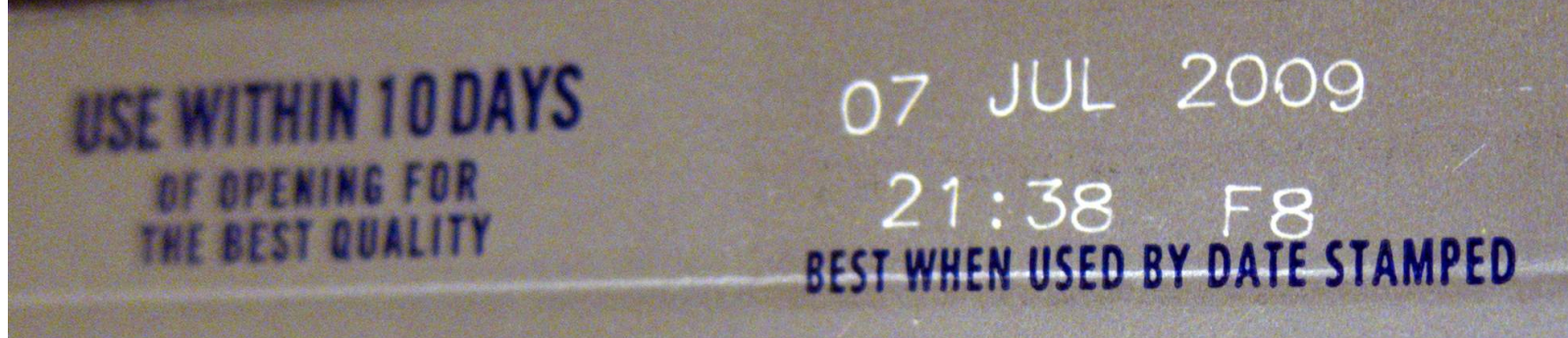
More posts from February 3 to 10 · 0

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Sodasent Magyar Tudományok Akadémia. — with Daniel Sessler.

Like · Comment · Share · 1





# Should content have an expiration date?

Photos Creative Commons by  
@waitscm and @MTSOfan on Flickr



# What we did

- Tracked Facebook posts over time
- Participants answered questions about their own Facebook posts (Facebook API)
  - Audience, promotion

# What we did

- Tracked Facebook posts over time
- Participants answered questions about their own Facebook posts (Facebook API)
  - Audience, promotion
- Two user studies:
  - **Longitudinal study** of the same Facebook posts over one month
  - **Retrospective study** of recent Facebook posts and posts from a year ago

# Longitudinal study

- Followed 2 – 10 Facebook posts from creation
  - Link, photo, status update

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- Asked analogous questions the week posted, one week later, and one month later
- Final survey to explain changes observed
- Participants recruited from classified-ad sites Craigslist and Backpage
- Participants paid \$30 total



# Participants

- 63 participants
- Age 18 to 52, median 29
- 19 states in the U.S.

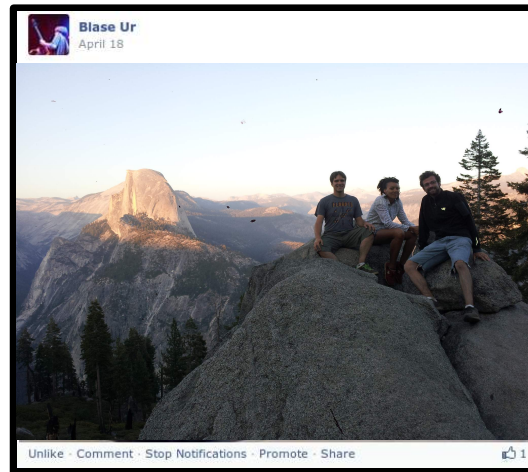
# Participants

- 63 participants
- Age 18 to 52, median 29
- 19 states in the U.S.
- 98% log onto Facebook at least daily
- 88% had used Facebook for 3+ years
  - All at least one year
- Between 24 and 1695 Facebook friends
  - Median 339

**Who did  
participants  
want to be able  
to access a post  
over time?**

# Access

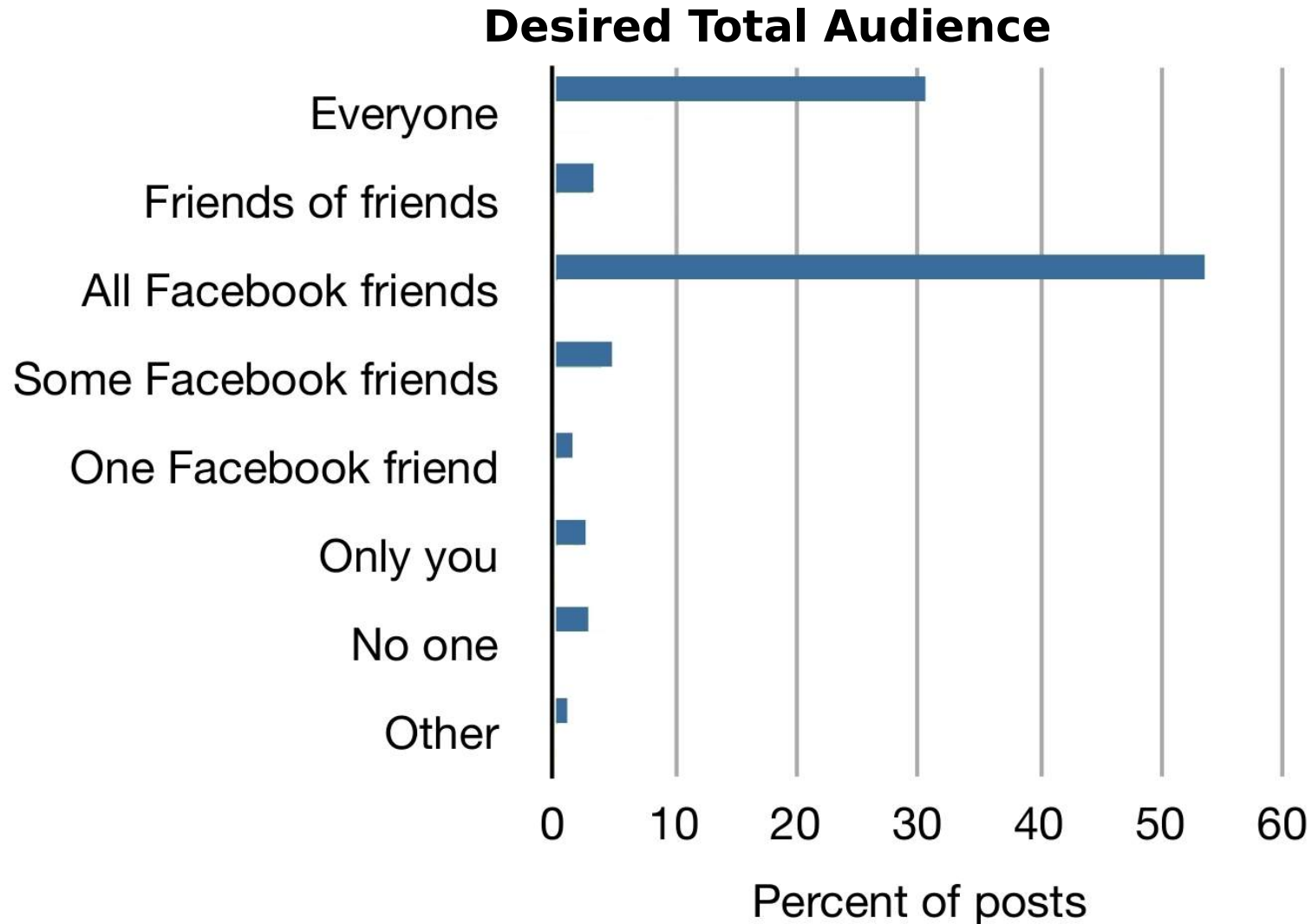
- The **total audience** you want to be able to see the post



[Going forward], who would you like to be able to see this post on Facebook?

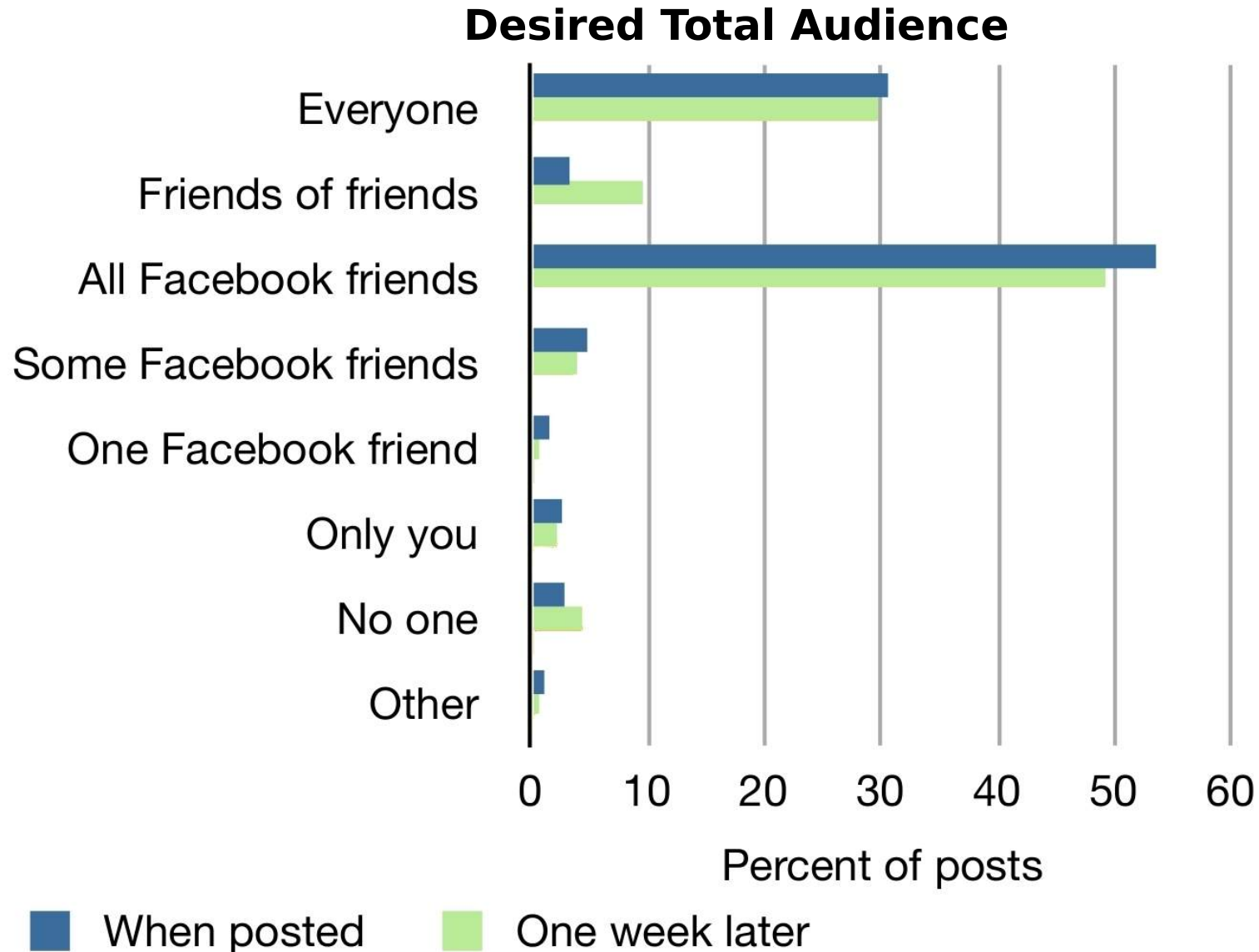
- ☐ “everyone/public”
- ☐ “friends of friends”
- ☐ “all of your Facebook friends”
- ☐ “only some of your Facebook friends”
- ☐ “only one of your Facebook friends”
- ☐ “only you”
- ☐ “no one; it should disappear”

# Total audience (access)

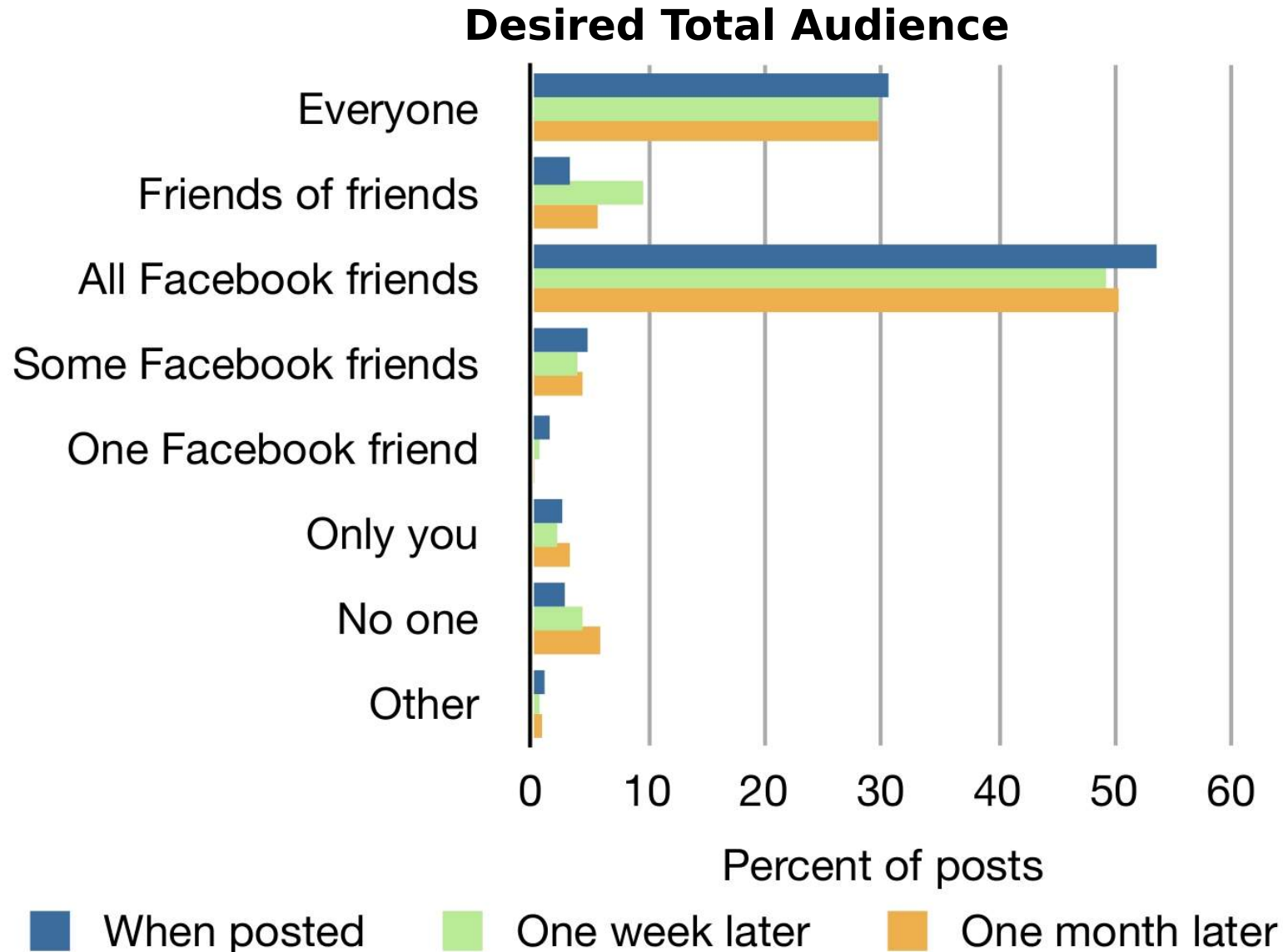


■ When posted

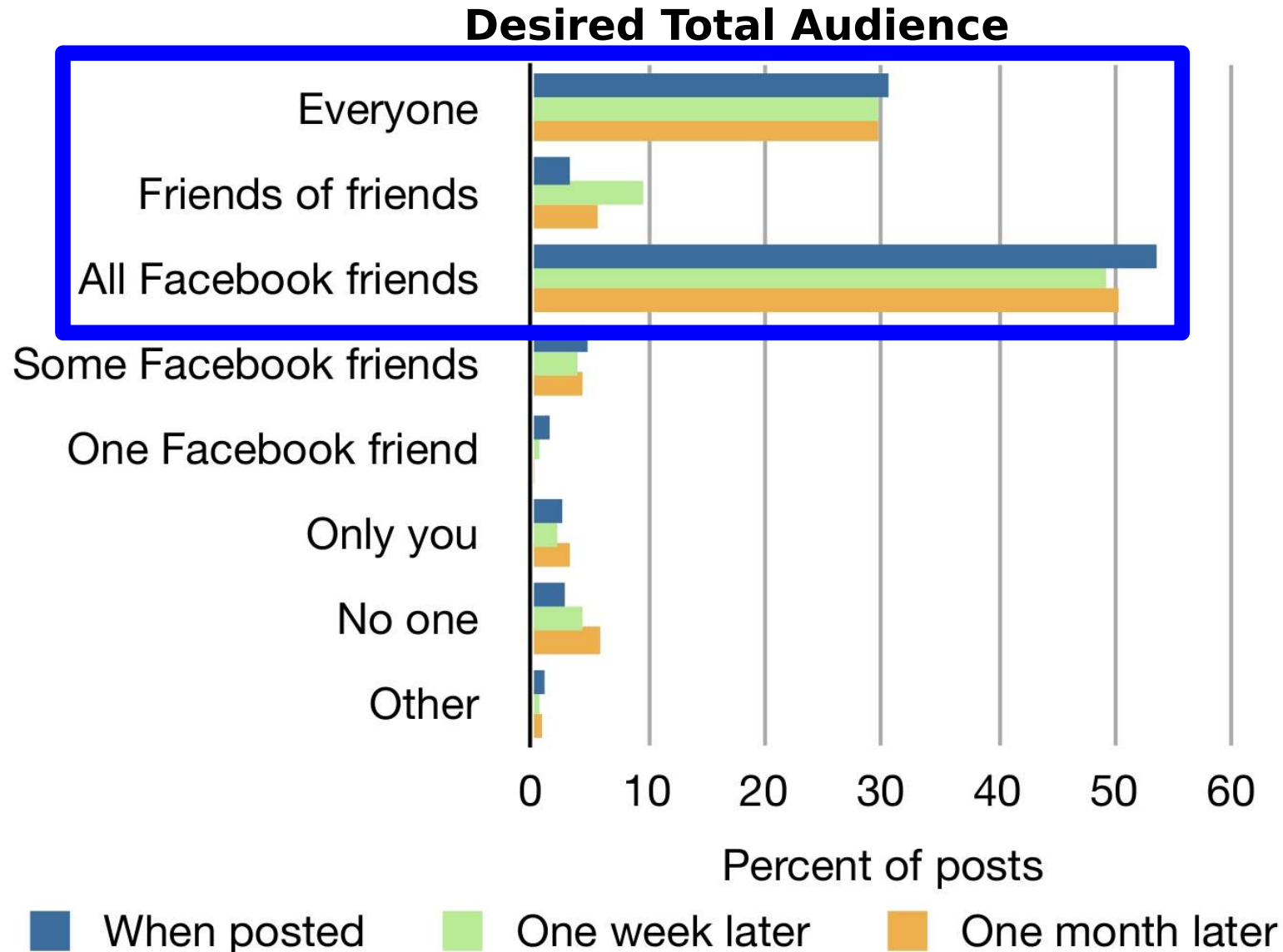
# Total audience (access)



# Total audience (access)

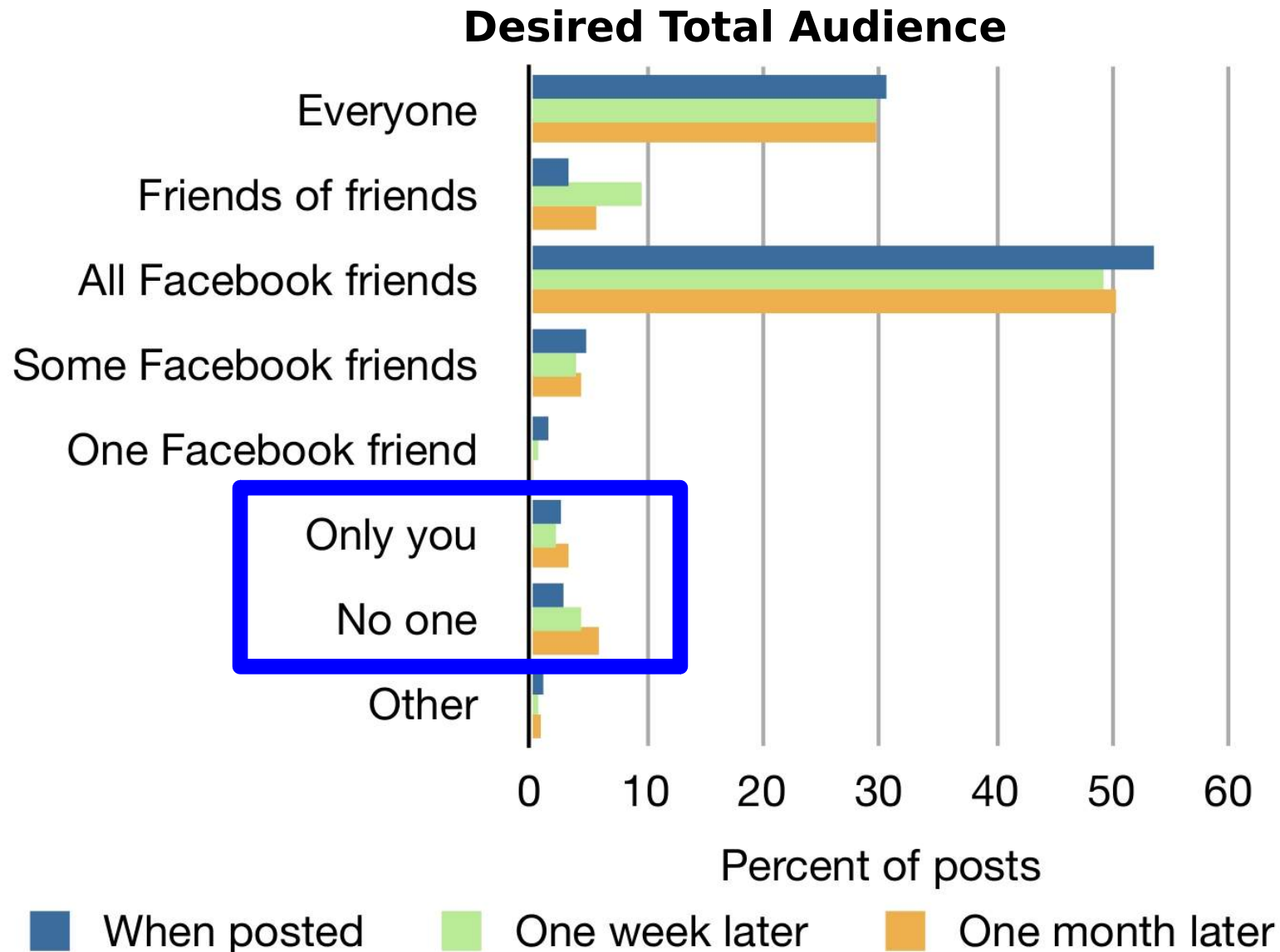


# Total audience (access)





# Total audience (access)



# Total audience (access)

## Desired Total Audience

**1. Participants wanted most posts to be broadly accessible**

**2. They did want some posts to disappear**

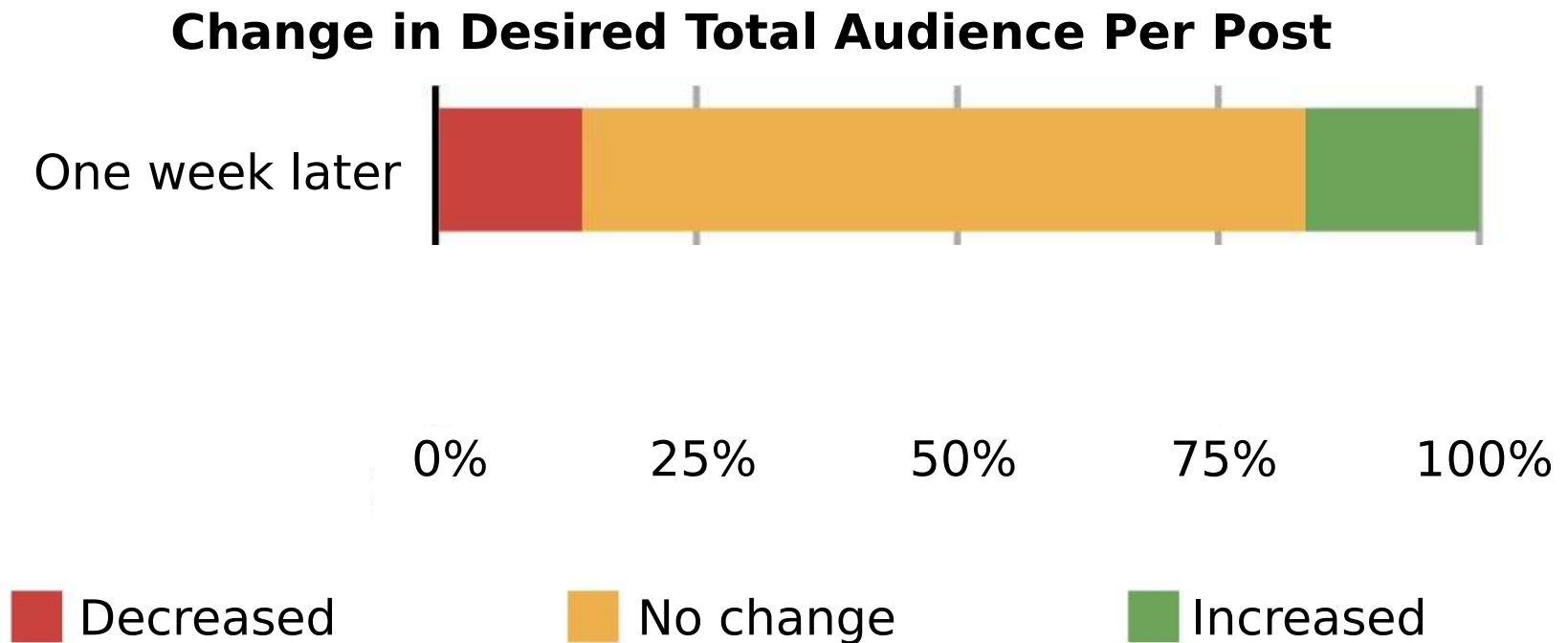
0 10 20 30 40 50 60

Percent of posts

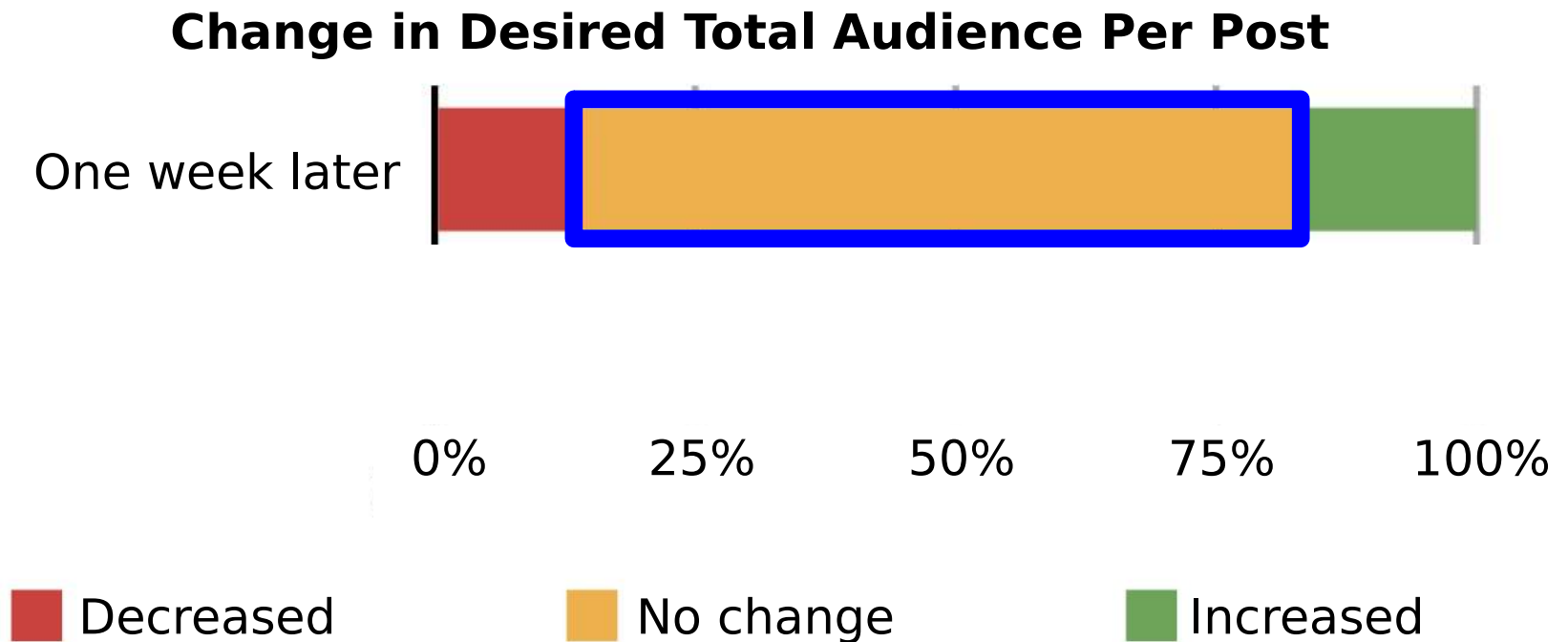
■ When posted ■ One week later ■ One month later

**How did  
preferences about  
a specific post  
change over time?**

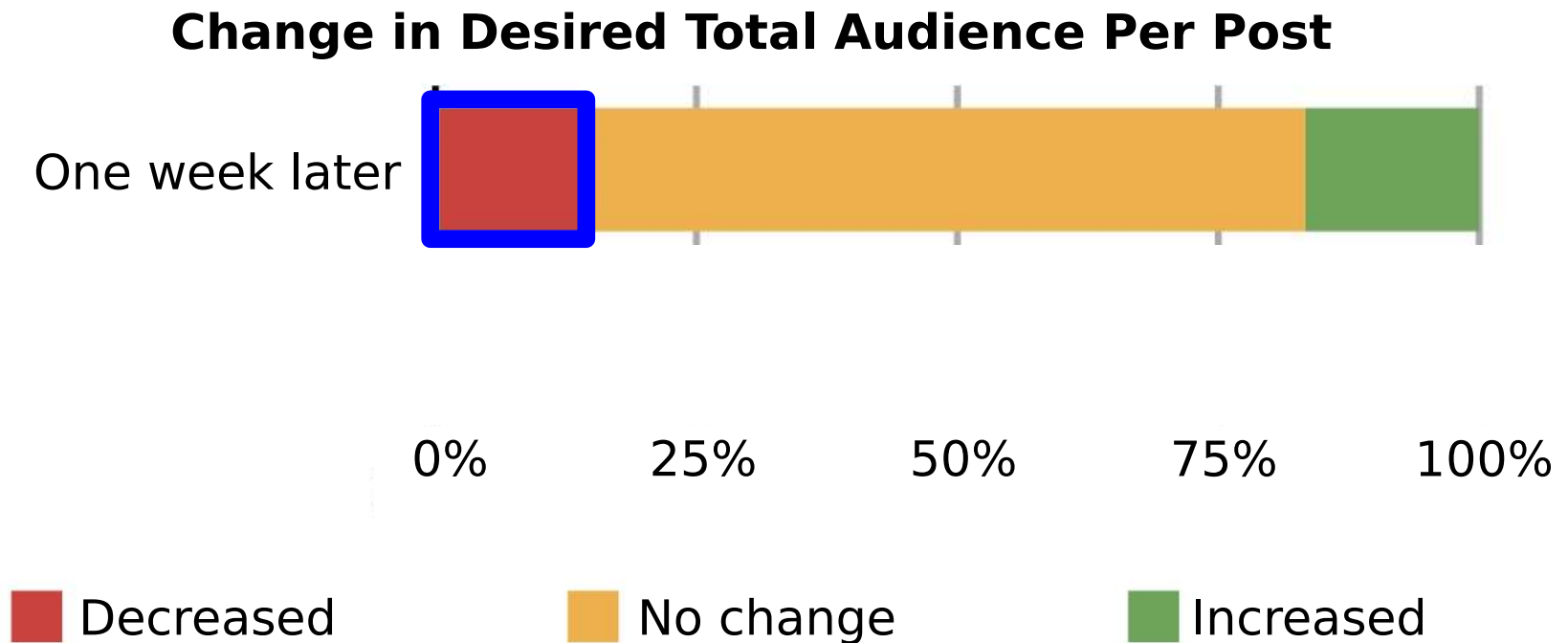
# Changes in access over time



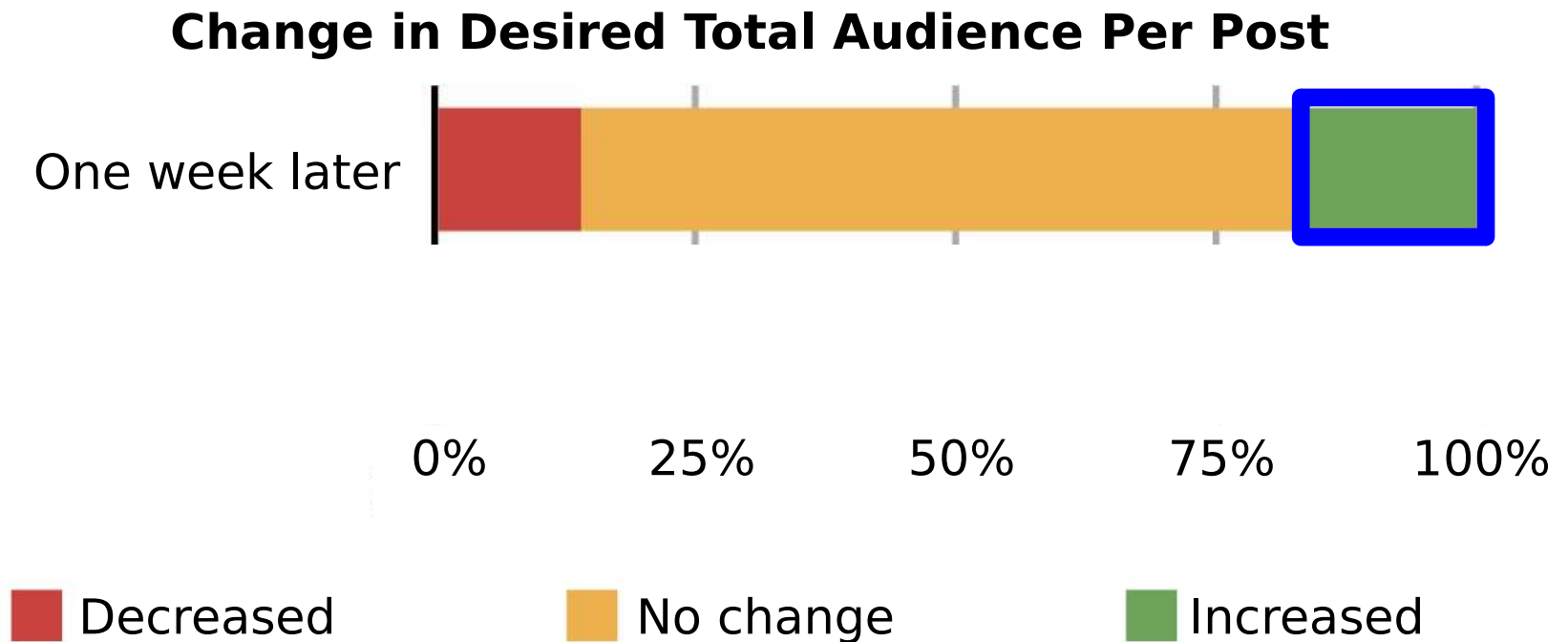
# Changes in access over time



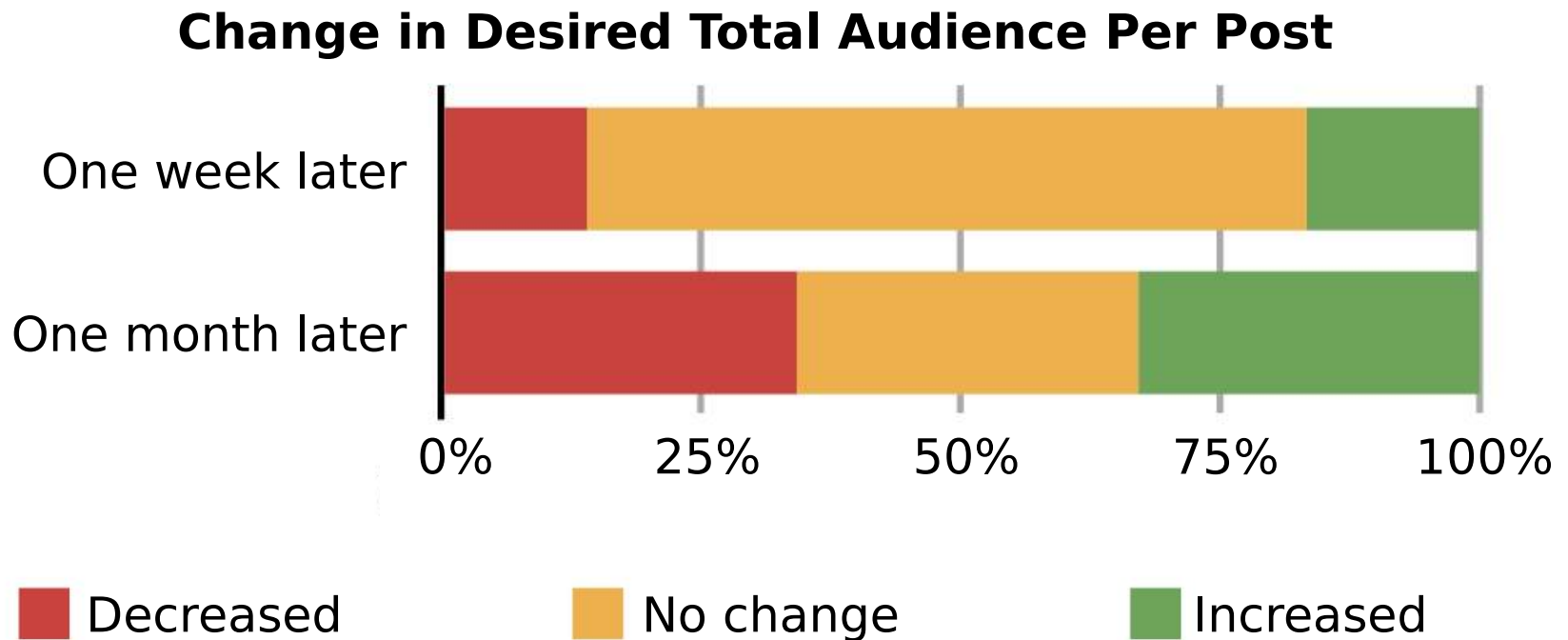
# Changes in access over time



# Changes in access over time



# Changes in access over time





# Changes in access over time

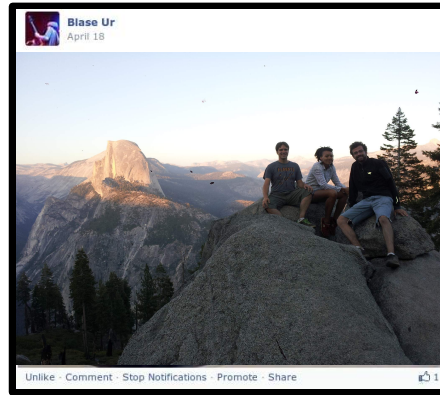
**1. Did not want posts to fade away wholesale with time**

**2. Did want both increases and decreases**



**Do these changes  
matter, or are they  
just noise?**

# Importance of changes



We asked you who you wanted to be able to see the post shown above on Facebook at three different times. We noticed that your preferences changed.

Initially, you said... [PEOPLE]

One week later, you said... [PEOPLE]

Four weeks later, you said... [PEOPLE]

How much does this change in preference matter to you?

☐ Very much   ☐ Somewhat   ☐ A little   ☐ Not at all

☐ N/A (I didn't mean to indicate a change in preference)

# Importance of changes

- Change matters “very much”
  - 8% of posts where audience shrank
  - 4% of posts where audience grew
- Change matters “somewhat” or “a little”
  - 33% of posts where audience shrank
  - 18% of posts where audience grew

# Importance of changes

- Change matters “very much”
  - 8% of posts where audience shrank
  - 4% of posts where audience grew
- Change matters “somewhat” or “a little”
  - 33% of posts where audience shrank
  - 18% of posts where audience grew
- **Participants changed actual Facebook settings for only 5% of these posts**

# Importance of changes

- Change matters “very much”
  - 8% of posts where audience shrank

**Participants' desired changes aren't captured by their current actions on Facebook**

- **Participants changed actual Facebook settings for only 5% of these posts**

USE WITHIN 10 DAYS  
OF OPENING FOR  
THE BEST QUALITY

07 JUL 2009  
21:38 F8  
BEST WHEN USED BY DATE STAMPED

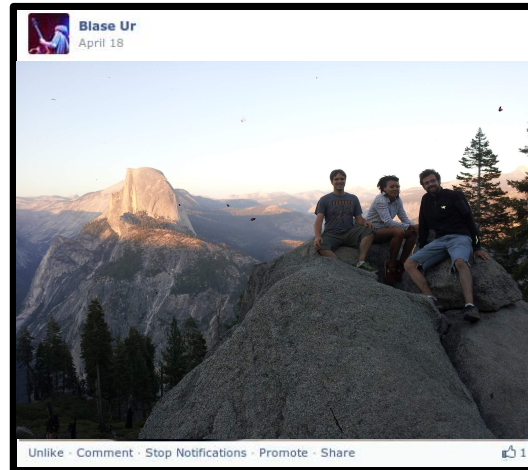
# Should content have an expiration date?

Photos Creative Commons by  
@waitscm and @MTSOfan on Flickr



# Predicting changes

- **Predictions** about noticeability one week, one month, one year from now



How noticeable, compared to now, do you expect you'll want this post to be to people who can see it on Facebook one week from now?

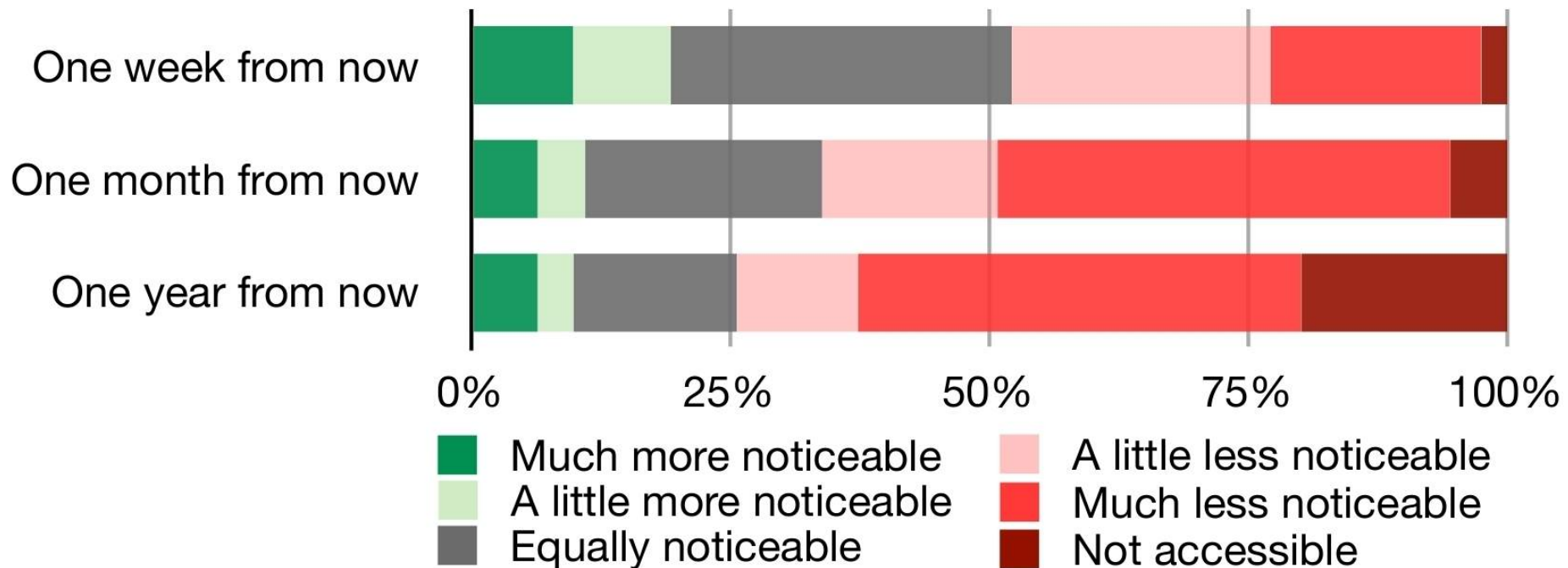
- ☐ Much more noticeable
- ☐ Equally as noticeable
- ☐ Much less noticeable

- ☐ A little more noticeable
- ☐ A little less noticeable
- ☐ Not accessible at all



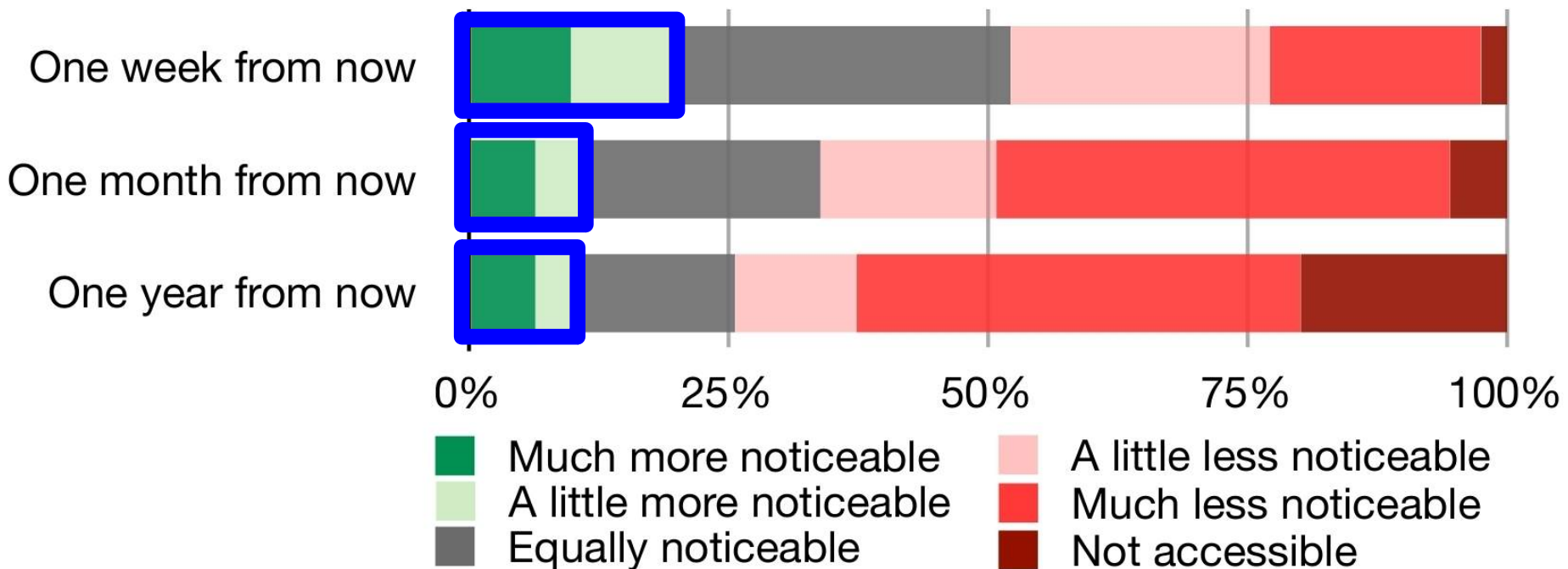
# Predicting changes

## Predicted Changes in Noticeability



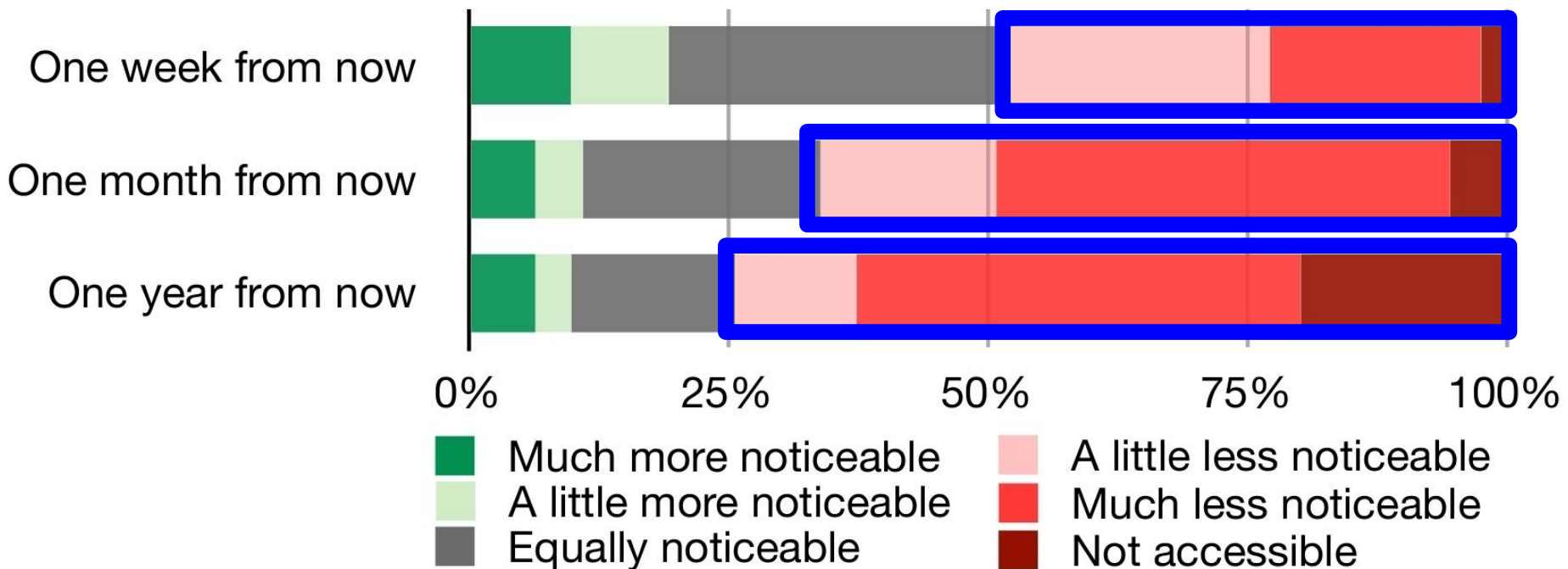
# Predicting changes

## Predicted Changes in Noticeability



# Predicting changes

## Predicted Changes in Noticeability

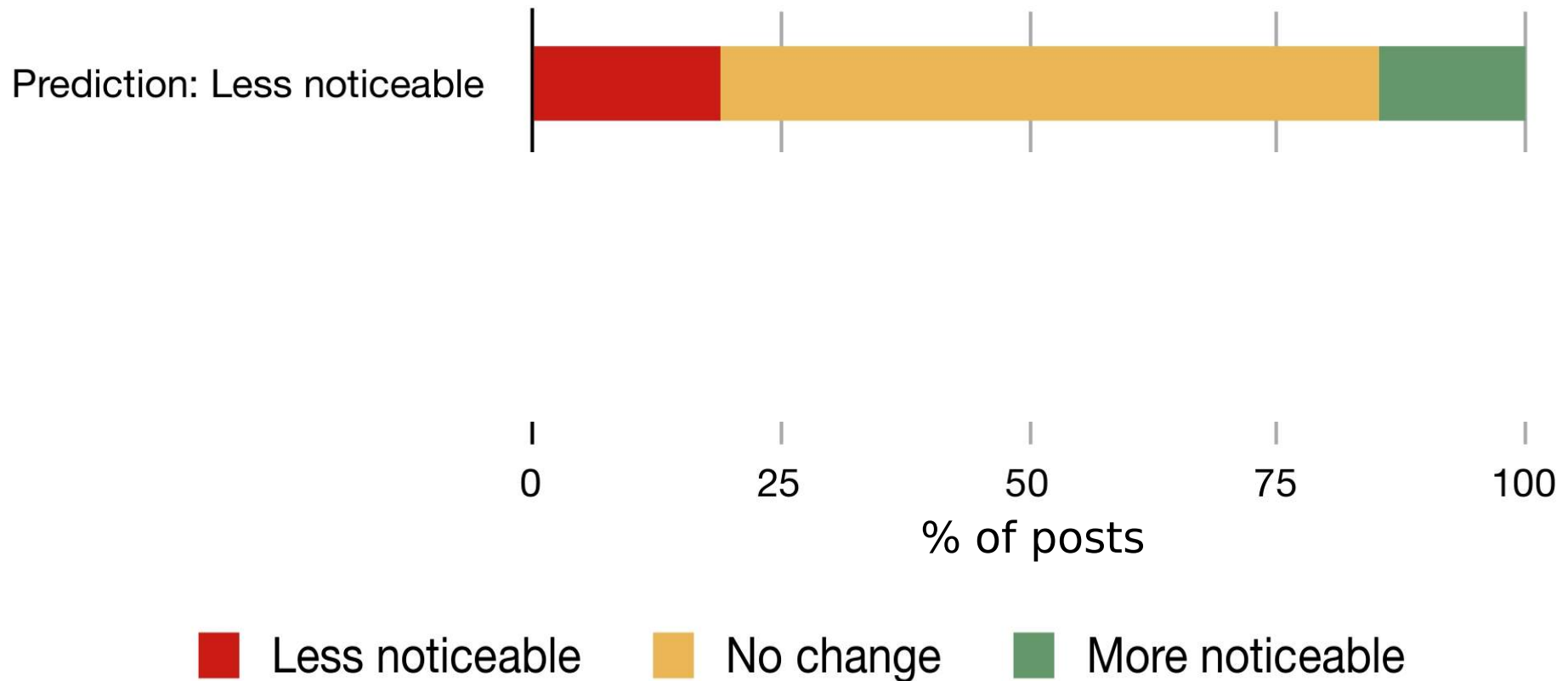


# Predicting changes



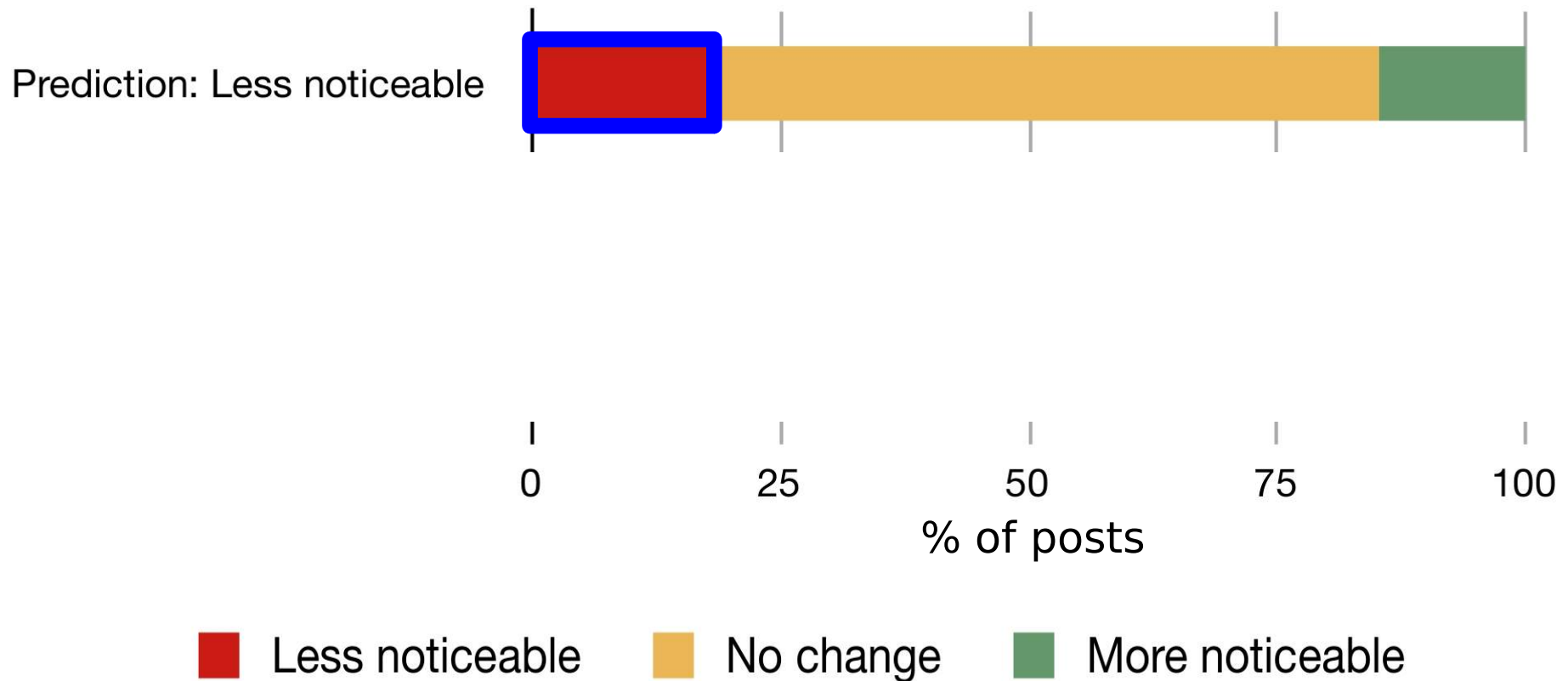
# Predicting changes

## Prediction vs. Actual Change in Desired Total Audience One Month Later



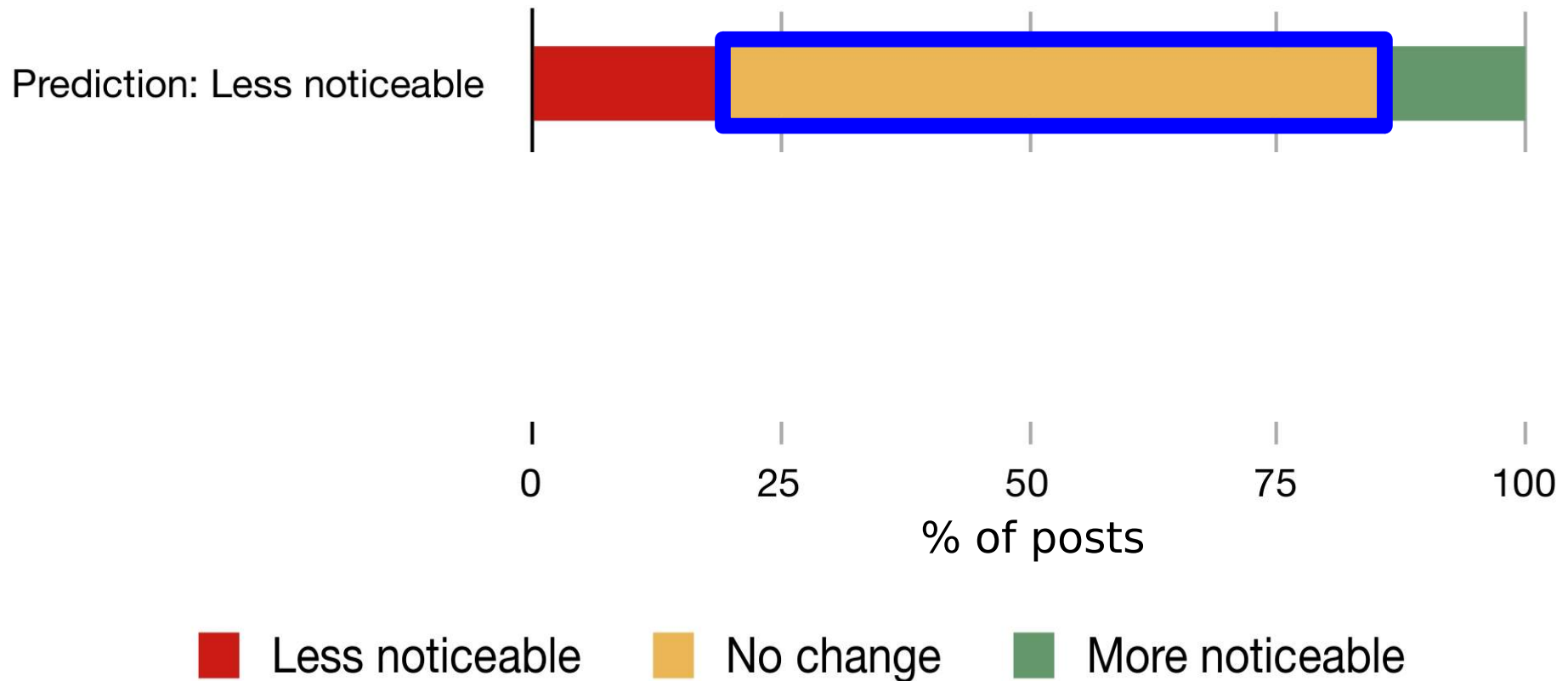
# Predicting changes

## Prediction vs. Actual Change in Desired Total Audience One Month Later



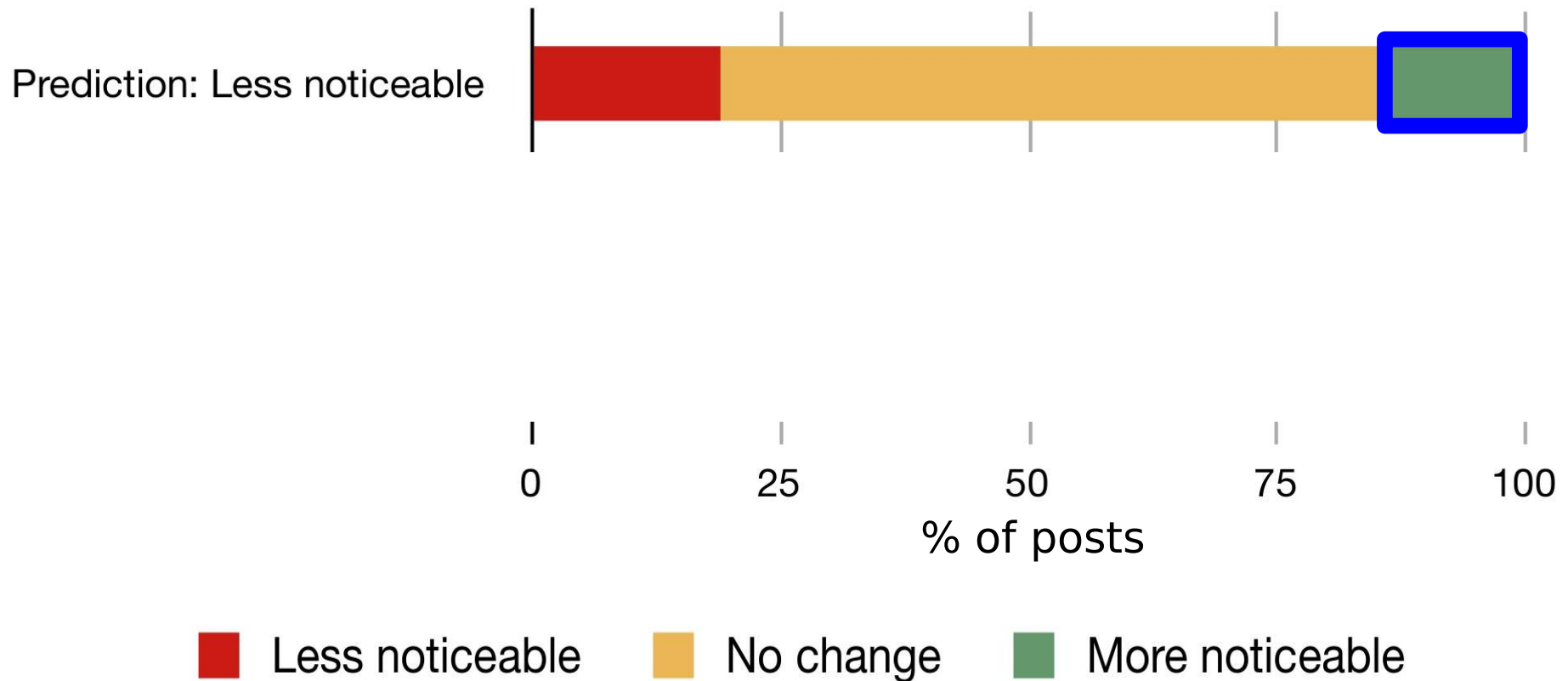
# Predicting changes

## Prediction vs. Actual Change in Desired Total Audience One Month Later



# Predicting changes

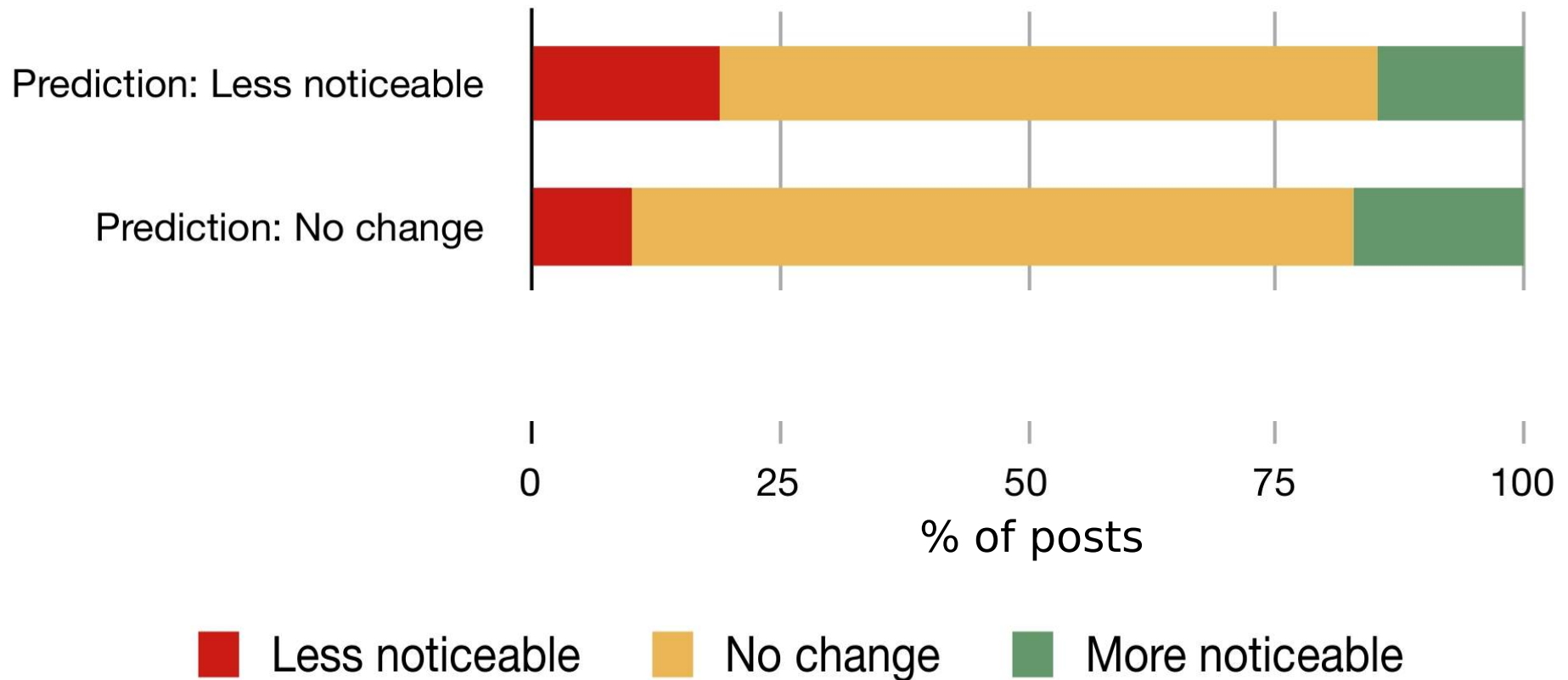
## Prediction vs. Actual Change in Desired Total Audience One Month Later





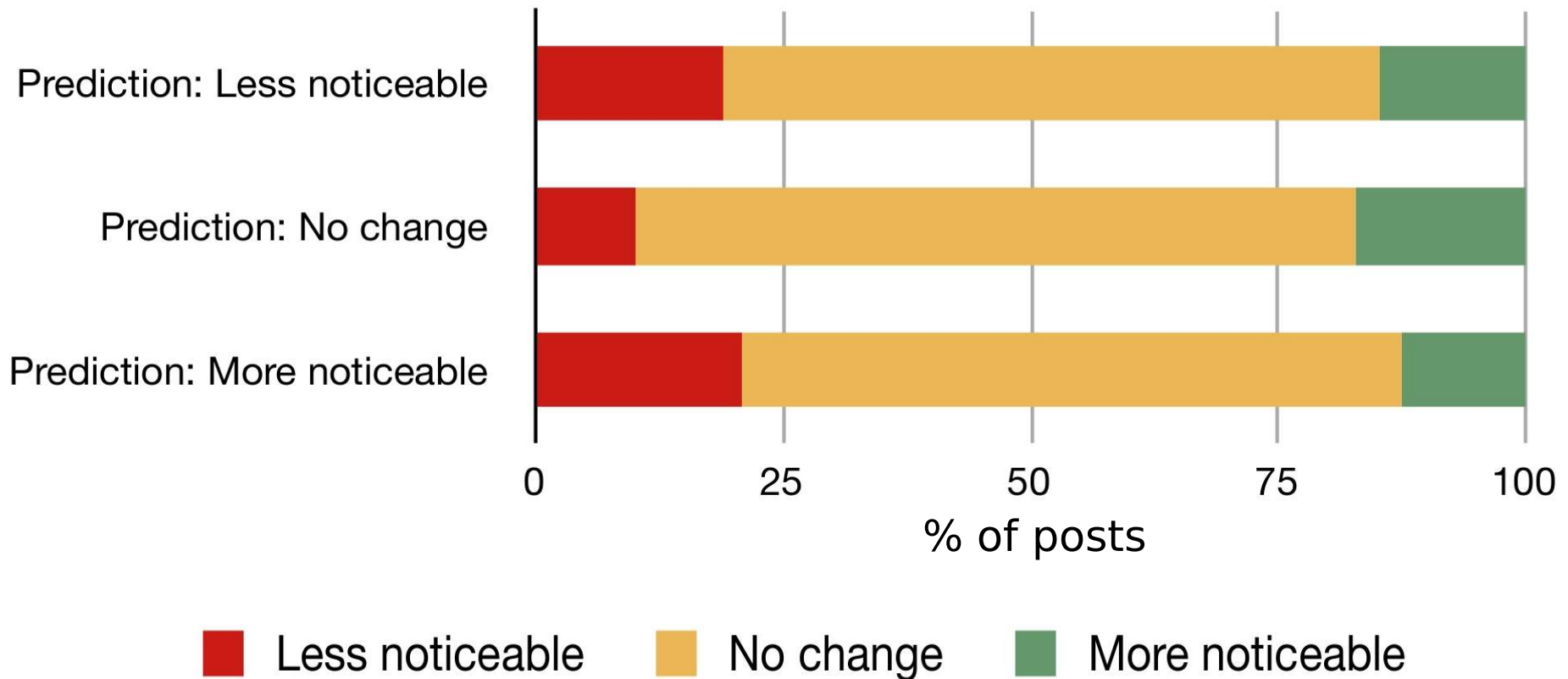
# Predicting changes

## Prediction vs. Actual Change in Desired Total Audience One Month Later



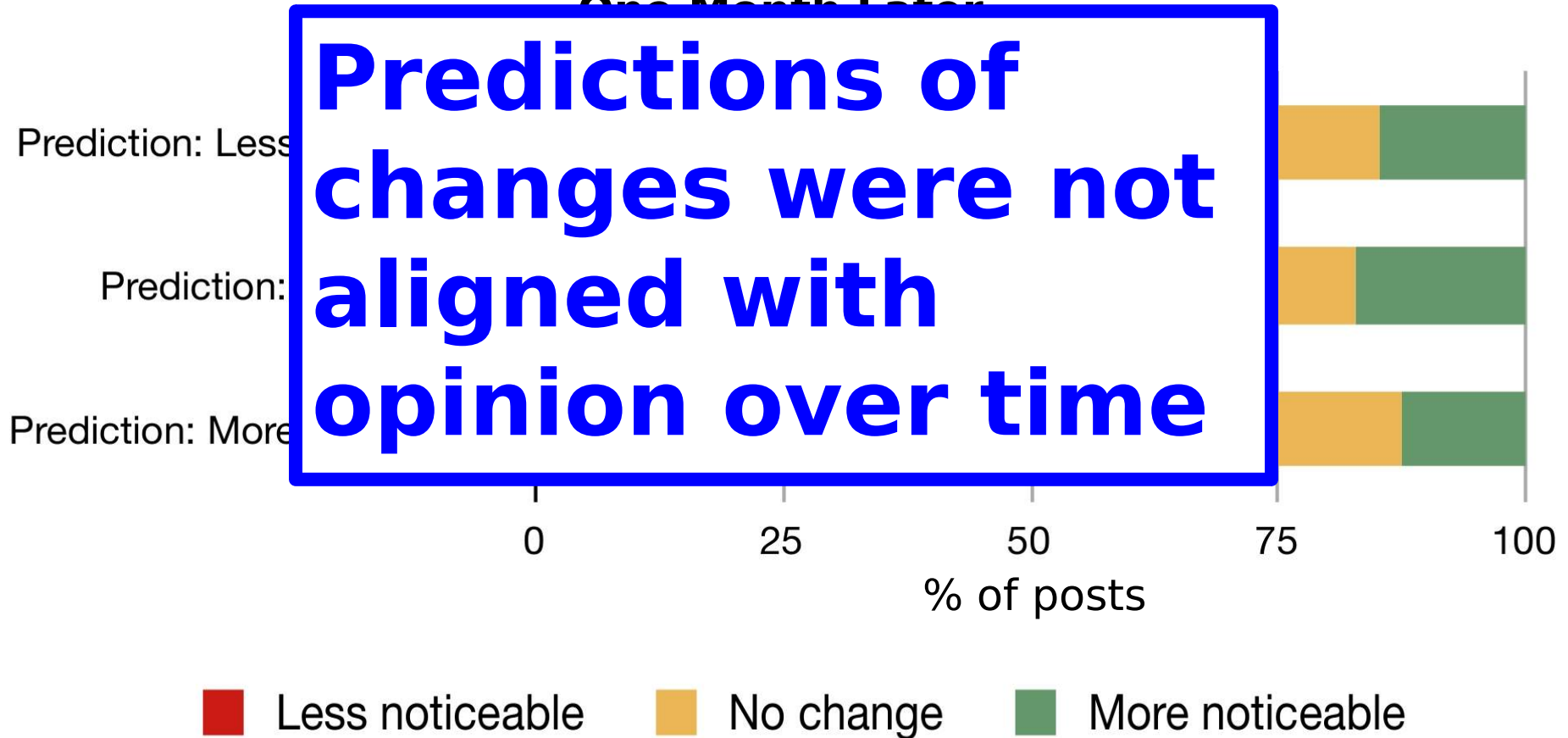
# Predicting changes

## Prediction vs. Actual Change in Desired Total Audience One Month Later



# Predicting changes

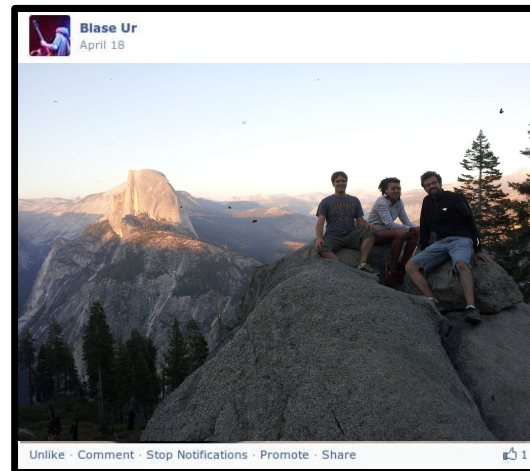
## Prediction vs. Actual Change in Desired Total Audience One Month Later



**To whom did  
participants  
particularly want  
to promote posts?**

# Self promotion

- The **targeted audience** you particularly hope will look at the post

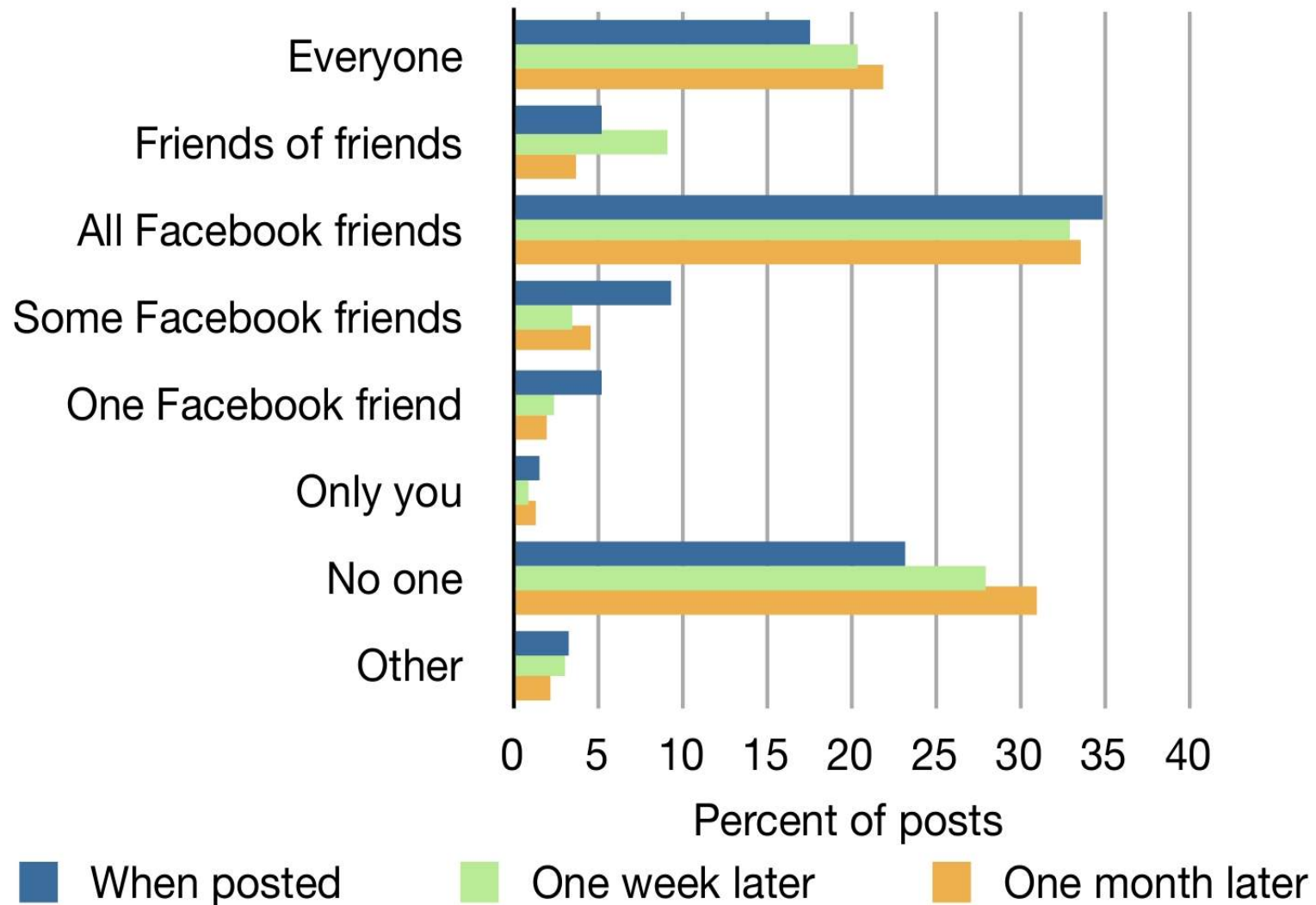


Going forward, is there anyone you particularly hope will look at this post on Facebook?

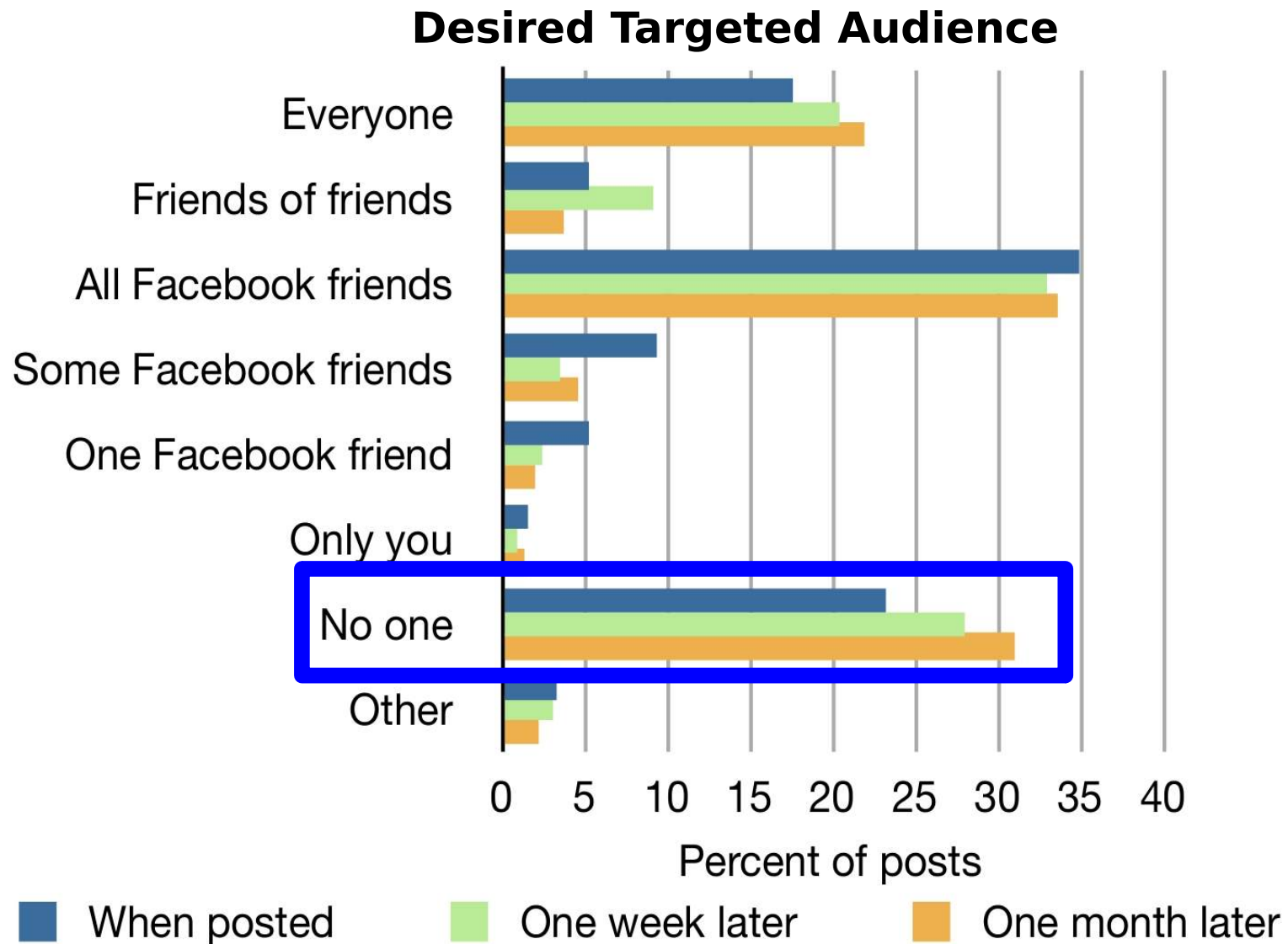
- ☐ “everyone/public”
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# Targeted audience (promotion)

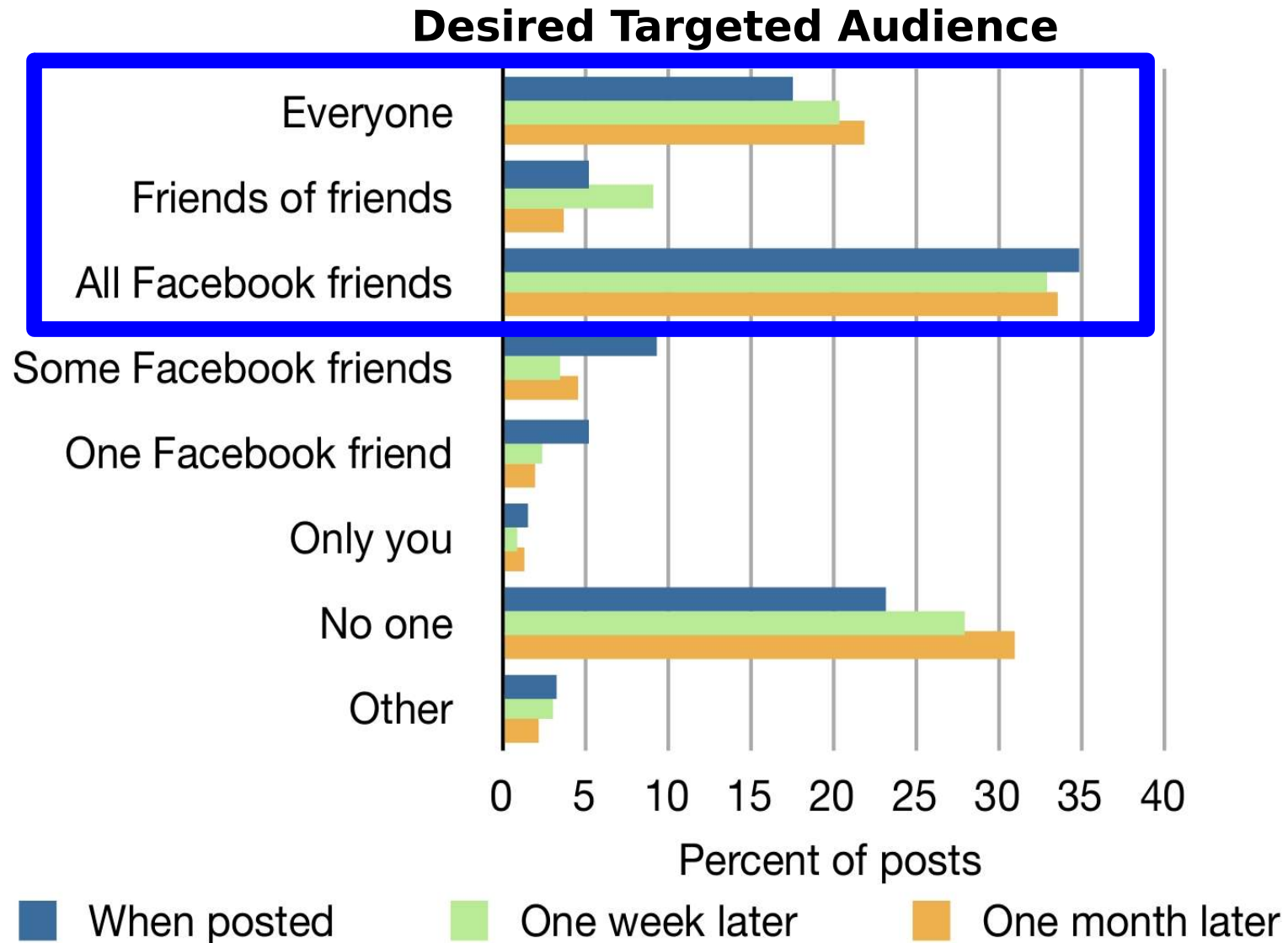
## Desired Targeted Audience



# Targeted audience (promotion)

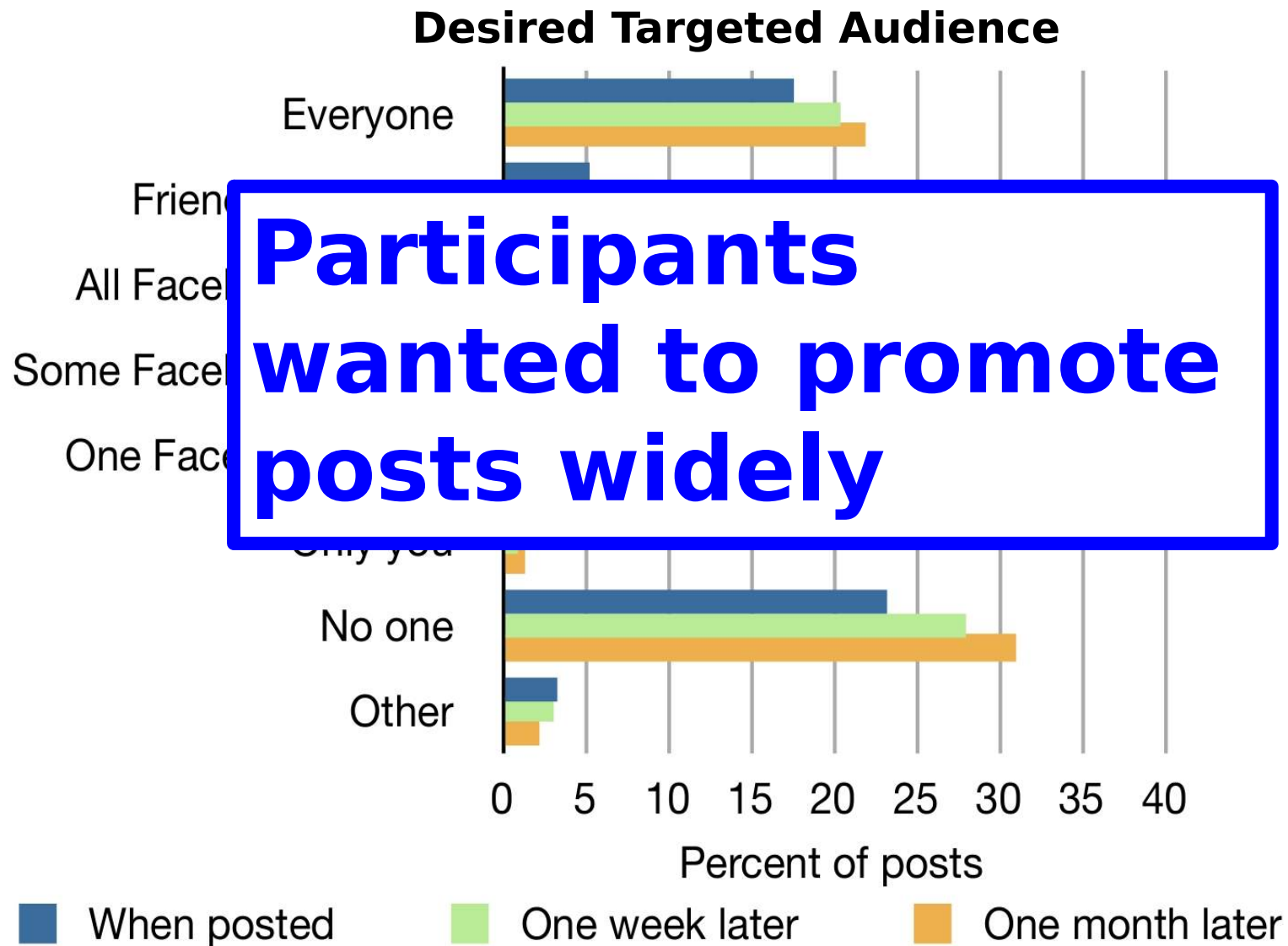


# Targeted audience (promotion)



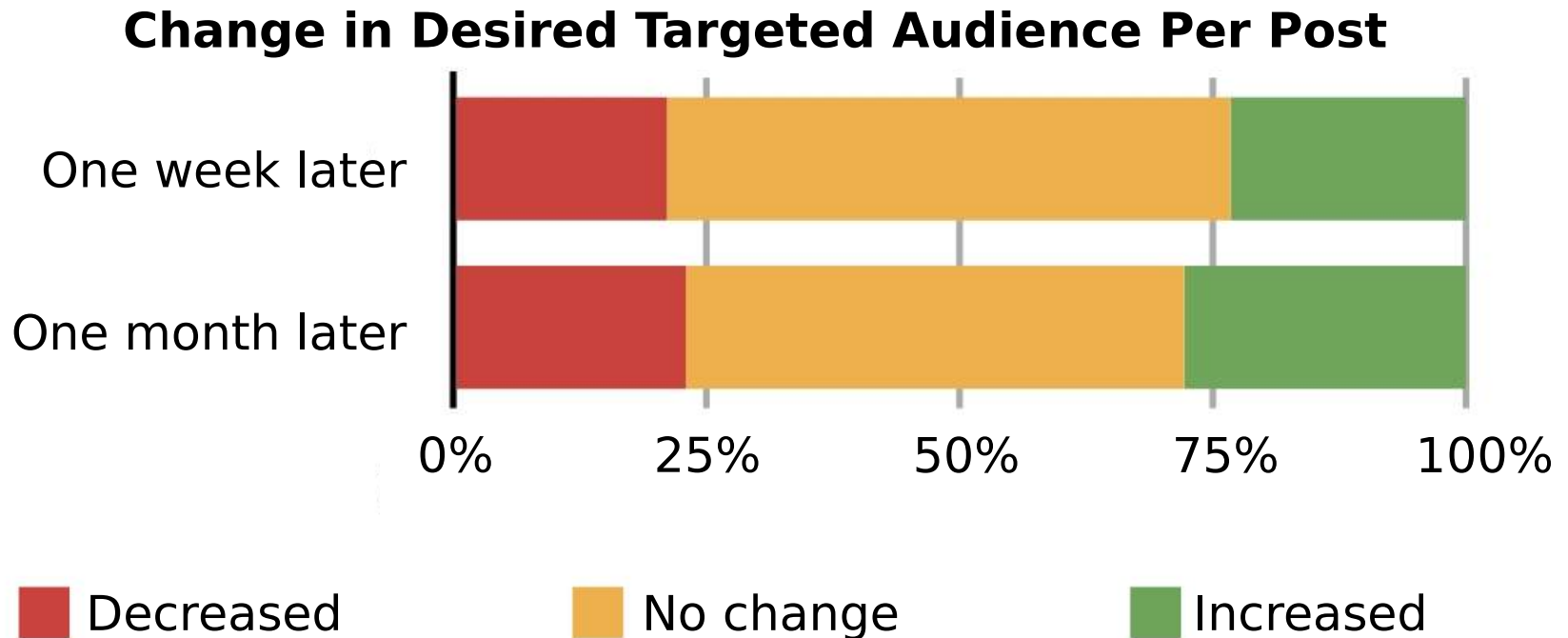


# Targeted audience (promotion)



**Did these  
preferences  
change over time?**

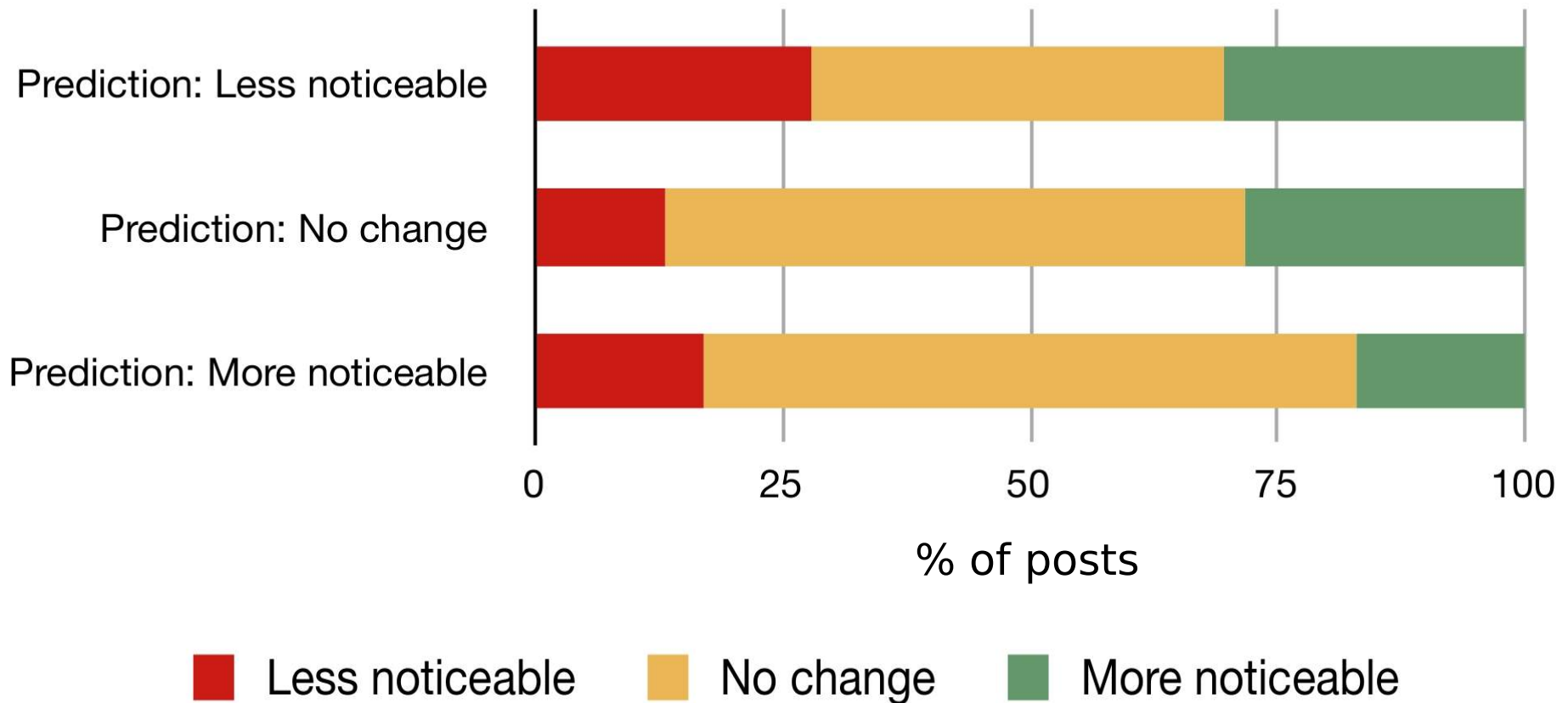
# Changes in promotion over time



**Did predictions  
align with actual  
changes?**

# Predicting changes

## Prediction vs. Actual Change in Desired Targeted Audience



# Detailed analyses

- Also investigated differences based on characteristics of the post and the user
  - Type of post (link, photo, status update)
  - # of likes, # of comments
  - Participant's age, gender, # friends
- Created mixed models of changes, predictions, and survey responses
  - Primary independent variable: time

**Do privacy  
preferences differ  
for even older  
content?**

# Retrospective study

- Up to 5 Facebook posts made in past week
- Up to 5 Facebook posts made one year ago
- Questions similar to longitudinal study



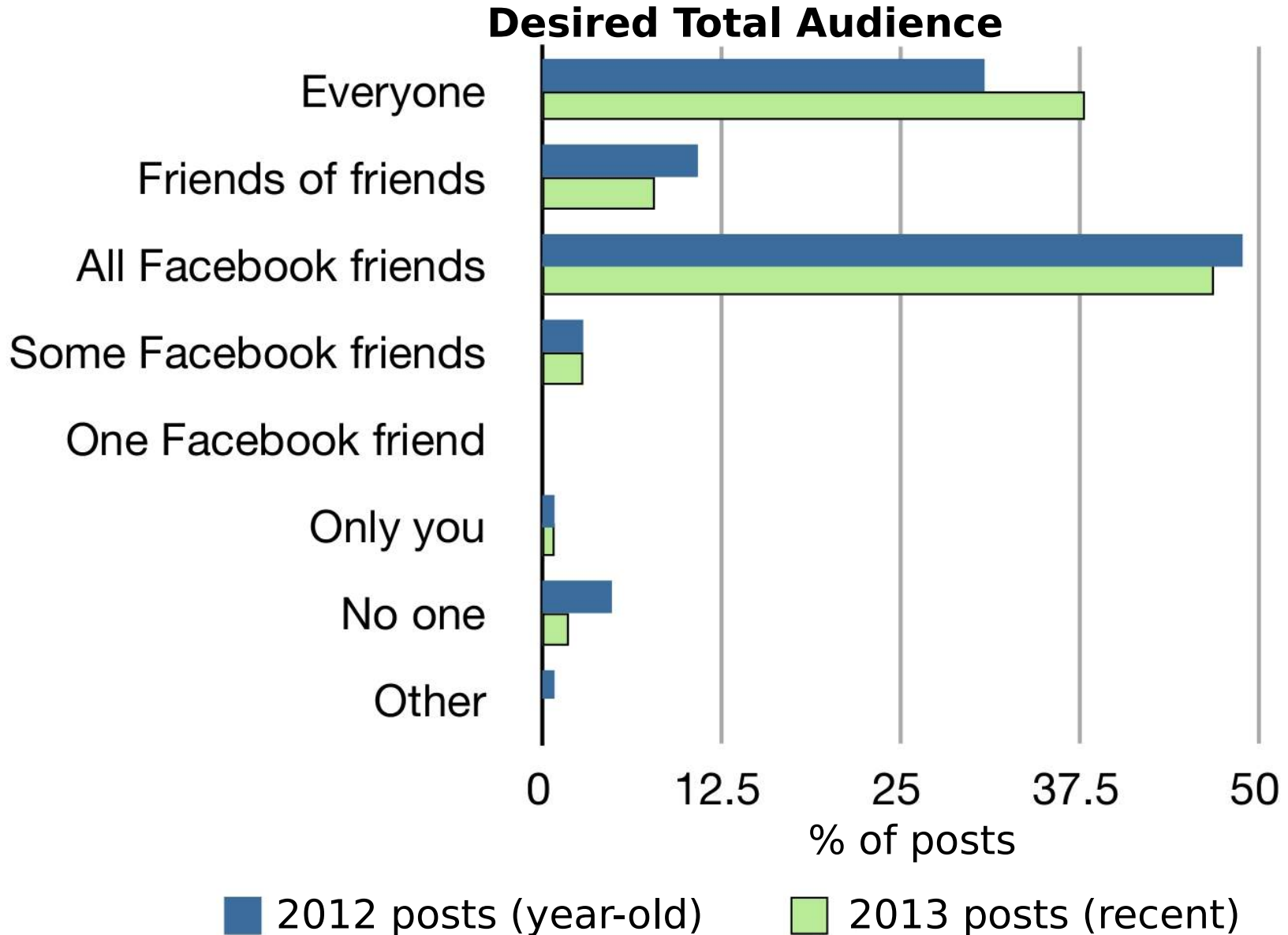
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- Up to 5 Facebook posts made in past week
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- Recruited U.S. participants on Mechanical Turk
- Compensated \$3

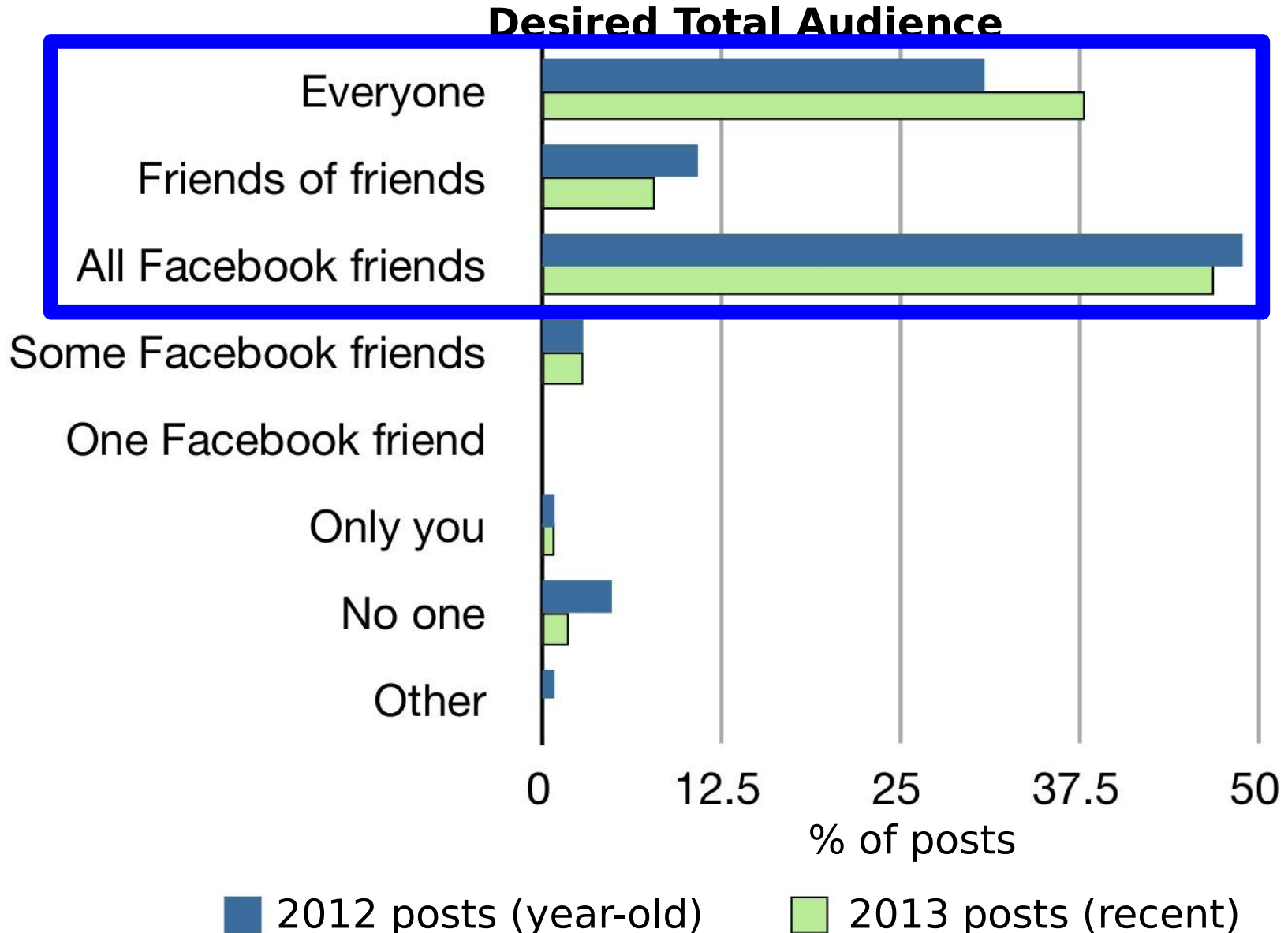
# Retrospective study

- Up to 5 Facebook posts made in past week
- Up to 5 Facebook posts made one year ago
- Questions similar to longitudinal study
- Recruited U.S. participants on Mechanical Turk
- Compensated \$3
- 234 participants
- Age 18 to 60 (median 26)
- 94% used Facebook at least daily
- 93% had used Facebook for 3+ years

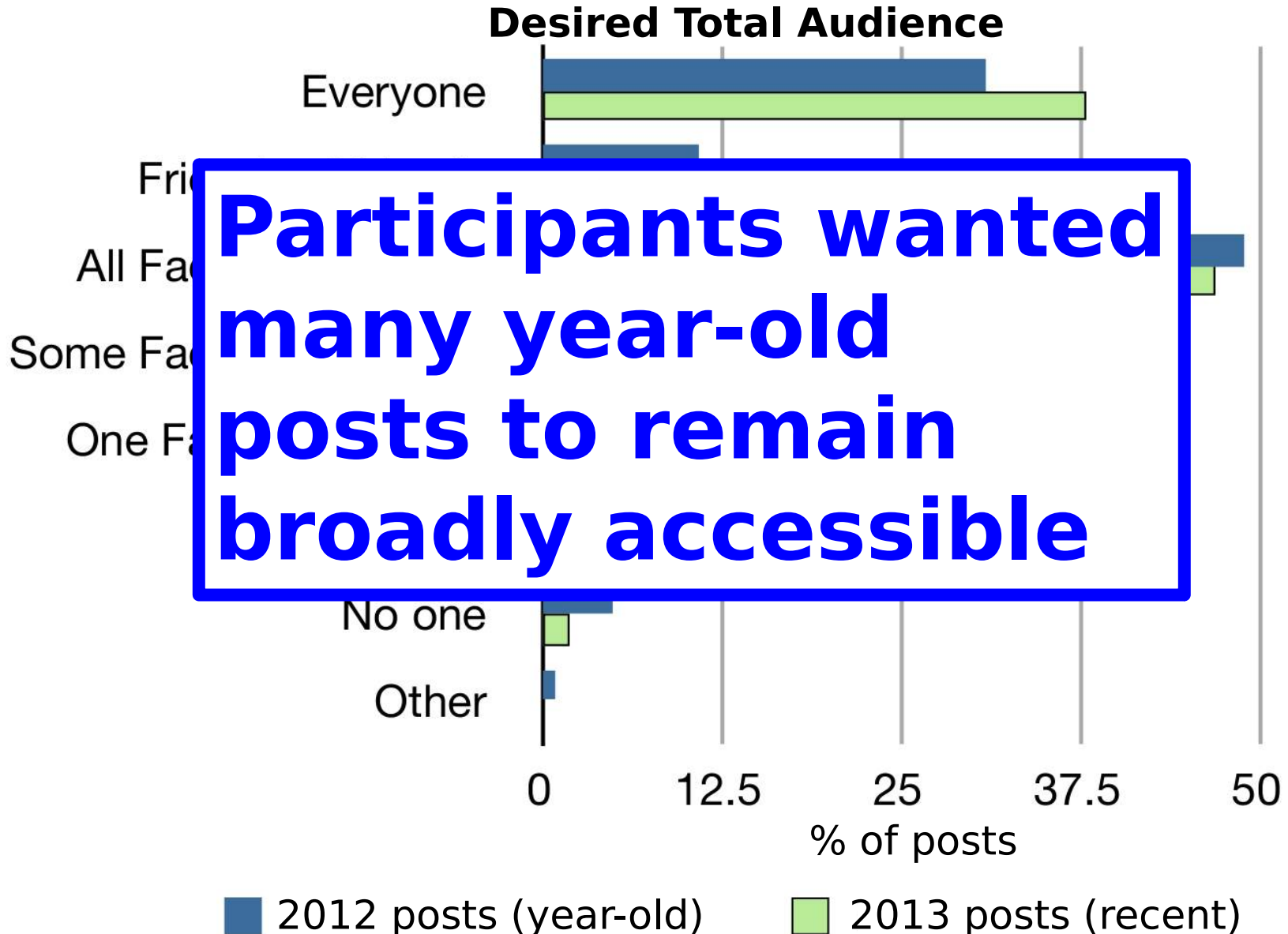
# Total audience (access)



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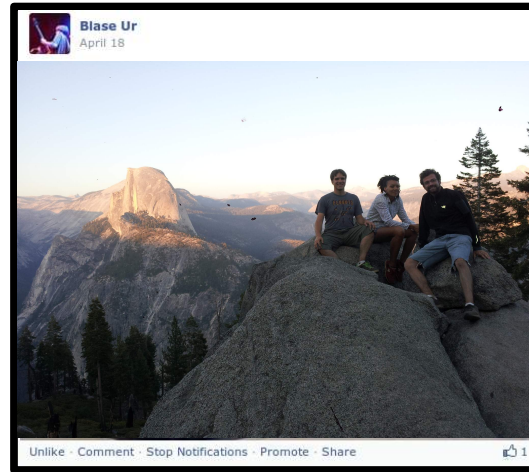
# Total audience (access)



**Why might people  
want old content  
to stay around?**

# Participant sentiment

- Participants responded to 12 statements on a 5-point Likert scale



1) I had forgotten that this post was still on Facebook

☐ Strongly agree   ☐ Agree   ☐ Neutral   ☐ Disagree  
☐ Strongly disagree   ☐ Not applicable

# Old posts

- 67% of year-old posts forgotten



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- 68% of year-old posts helped in reminiscence

# Old posts

- 67% of year-old posts forgotten

- 9%

**Some old posts  
should disappear...**

- 9%  
in the

**...but most should  
remain on Facebook**

rns

cipants

- 68% of year-old posts helped in reminiscence

# Limitations

- Studied only Facebook
- Convenience sample
- Used Facebook API
  - May have excluded some participants
  - Missed quickly deleted posts
- Participants may have deleted year-old posts
- Facebook API only returns the few hundred most recent posts (retrospective study)
  - Excludes most frequent Facebook users

# Conclusions

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