Table A: Communication m Definitions and details re		
Types of communication mechanisms		Active: generally used to generate customized
		and relatively detailed content
		Asynchronous: enable communication to take
		place over longer stretches of time
		Passive: generally used to draw attention to
		preexisting content
		Private: generally targeted to one social
		network member
		Public: generally targeted to multiple social
		network members
		Synchronous: enable real time exchange of
		information
Posting vs. commenting		Posting and commenting are two actions
		relevant to multiple Facebook communication
		mechanisms. Posts enable a user to initiate a
		conversation, whereas comments enable a user
		to respond to an ongoing conversation.
Privacy settings		By changing Facebook's default privacy
		settings, users can tailor the degree to which
		communication via public modes is restricted
		to specific social network members. The
		privacy of group-based communication may
		similarly be restricted through privacy settings
		set by the group administrator
List of Facebook commun	1	
Type of communication mechanism	Facebook	
	communication	Description of communication mechanism
	mechanism	No. of the last terms of the l
	Messaging/Chat	Messaging and chatting on Facebook are two
		parts of the same communication mechanism.
		The communication mechanism functions as
		messaging when the intended recipient is
• Active		offline and as chatting when the intended recipient is online. Messaging is similar to
• Private		emailing. The intent of a message is to have an
		asynchronous conversation with one person
• Synchronous		or a group. Chatting on Facebook is similar to
		instant messaging. Chat facilitates
		asynchronous conversation between two
		logged-on individuals. Similar to messages,
		chats can be sent to one person or a group.
• Active	Post or comment	Closed groups are spaces that can be joined by
Asynchronous	to closed group	invitation or through moderator approval.
• Public	0.0 mp	Anyone can find the group and see its
- I ubiic		members, but only members can see content.

	Doot on or '	Count during con only by the taken of the count
	Post or comment	Secret groups can only be joined through an
	to secret group	existing member's invitation. Current and
		former members can find the group, but only
		current members can see its members and
		content.
	Post or comment	A timeline is an individual user's personal
	on own timeline	space on Facebook and has some similarities
		to a profile or a blog. Depending on the
		Facebook user's privacy settings, the content
		on their timeline may be visible only to them,
		a subset of their friends, all their friends, or all
		Facebook users.
	Post or comment	A Facebook user "friends" an individual with
	on friends'	whom the Facebook user has established a
	timelines	reciprocal relationship. A friend may give the
		Facebook user permission to add content to
		the friend's timeline.
	Posts or comment	A page is a personal space for a business or
	to pages	organization as opposed to an individual.
		Facebook users can opt to receive content
		from pages or may add content if allowed by
		the moderator.
	Share	The "share" button on Facebook allows users
		to repost content other users have posted to
		Facebook or repost content to Facebook found
		on external websites integrated with
		Facebook (i.e., websites displaying the "share"
		option on their page). Users can "share" posts
		to their timeline, friends' timelines, groups, or
		pages.
Passive	Like	The "like" button on Facebook allows users to
Public		provide positive feedback on other users'
• Synchronous		posts or comments.
	Check-in	The "check-in" button on Facebook allows
		users to post their current physical location to
		their timeline using the GPS capability on
		their devices.
	Tag	The "tag" feature on Facebook allows users to
		communicate the relevance of specific
		personal content (e.g., pictures, posts,
		comments) to specific Facebook friends.
	L	comments, to specific rucebook irrelias.