

# "I'll throw in a courtesy like":



## A poster about features, etiquette, and user privacy

Fiona Westin, Kalpana Hundlani and Sonia Chiasson  
Carleton University, Canada

We conducted interviews with 22 social media users to explore how etiquette surrounding the use of social media features impacts users' privacy behaviours.

*"HouseParty asks you every question under the sun. I did reluctantly put it on my phone [because] my friends really wanted to play and I didn't want to be a party pooper." (P19)*

*"If somebody [doesn't] have Instagram, my first question is, why? [You are] an alien, one out of 100 people who don't have it. If you have a phone, you definitely have the ability to [be online]." (P7)*

*"If one of my friends shares a story with me, I feel obligated to share it on my page because I think it will be kind of rude otherwise." (P11)*

We found that social media etiquette encourages active use and interaction, and portraying life in an attractive way, which involves regularly posting varied content about one's life.

The following quiz is based on responses from our interviews. Take it to find out which kind of social media personality you have!

**LUDDITE**

MOSTLY GREEN

With very little or no social media presence, you don't adhere to the rules of social media. You might get referred to as an "alien" or "suspicious."

**REGULAR**

MOSTLY PINK

You are a totally "normal" user and fit right into the rules. You don't post too much or too little and are online with "socially acceptable" frequency, much like the majority of our participants.

**NINJA**

MOSTLY BLUE

A super-user or "influencer", you go above and beyond the call of duty on social media. You drive engagement and make others feel the highest level of FOMO.

You get a notification saying your friend has tagged you in a throwback picture.



Like the post

Comment and/or reshare

Do not interact with the post

A group of friends is meeting on a new app. It asks for information you are uncomfortable sharing.



Sign up with fake details

Do not sign up

Sign up with full details

You are having fun at a concert and take pictures to capture the memories.



Share pictures as is

Add filters and tag location

Keep them private



An acquaintance of yours always views your stories, but never posts their own stories.



Remove/unfollow

Hide your stories from them

Do nothing, keep posting



Your close friend keeps posting content you disagree with.



Remove as friend

Hide/mute their content

Ignore and keep scrolling



During lockdown, you saw everyone either baking or making dalgona coffee.



You tried it and posted instantly

You did not participate

You tried it but did not post

