

# By Invitation Only

LiveJournal Users' Conceptions of  
Access to Personal Content

Sarah Michele Ford  
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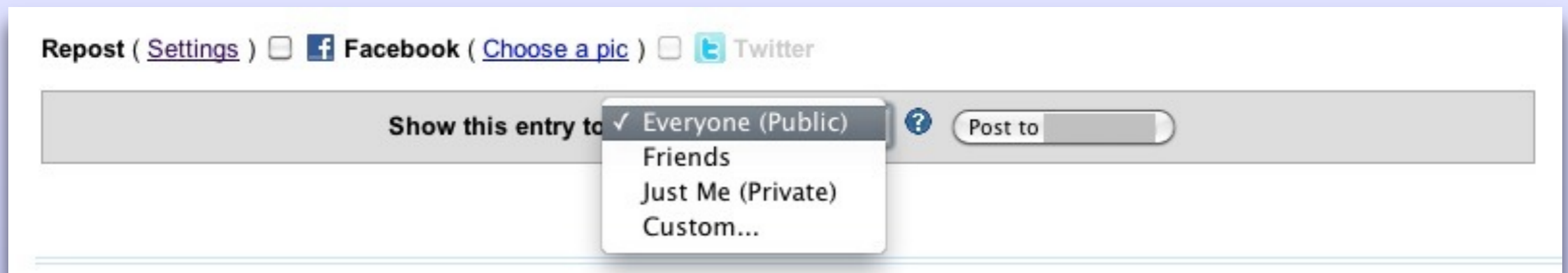
# The Larger Project

- Contemporary changes in public and private
  - Personal bloggers as a case study
  - Multi-method data

# Controlling Access

Every LiveJournal Post Can Be...

- Public
- Friends-Only
- Custom Groups
- Private



# Controlling Access

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A screenshot of a social media post's sharing options menu. At the top, there are options for 'Repost (Settings)', 'Facebook (Choose a pic)', and 'Twitter'. Below these, a dropdown menu is open, showing options: 'Public', 'Friends', 'Just Me (Private)', and 'Custom...'. The text 'CULTURE OF LOCKING' is overlaid in large blue letters across the center of the screenshot.

**CULTURE OF LOCKING**

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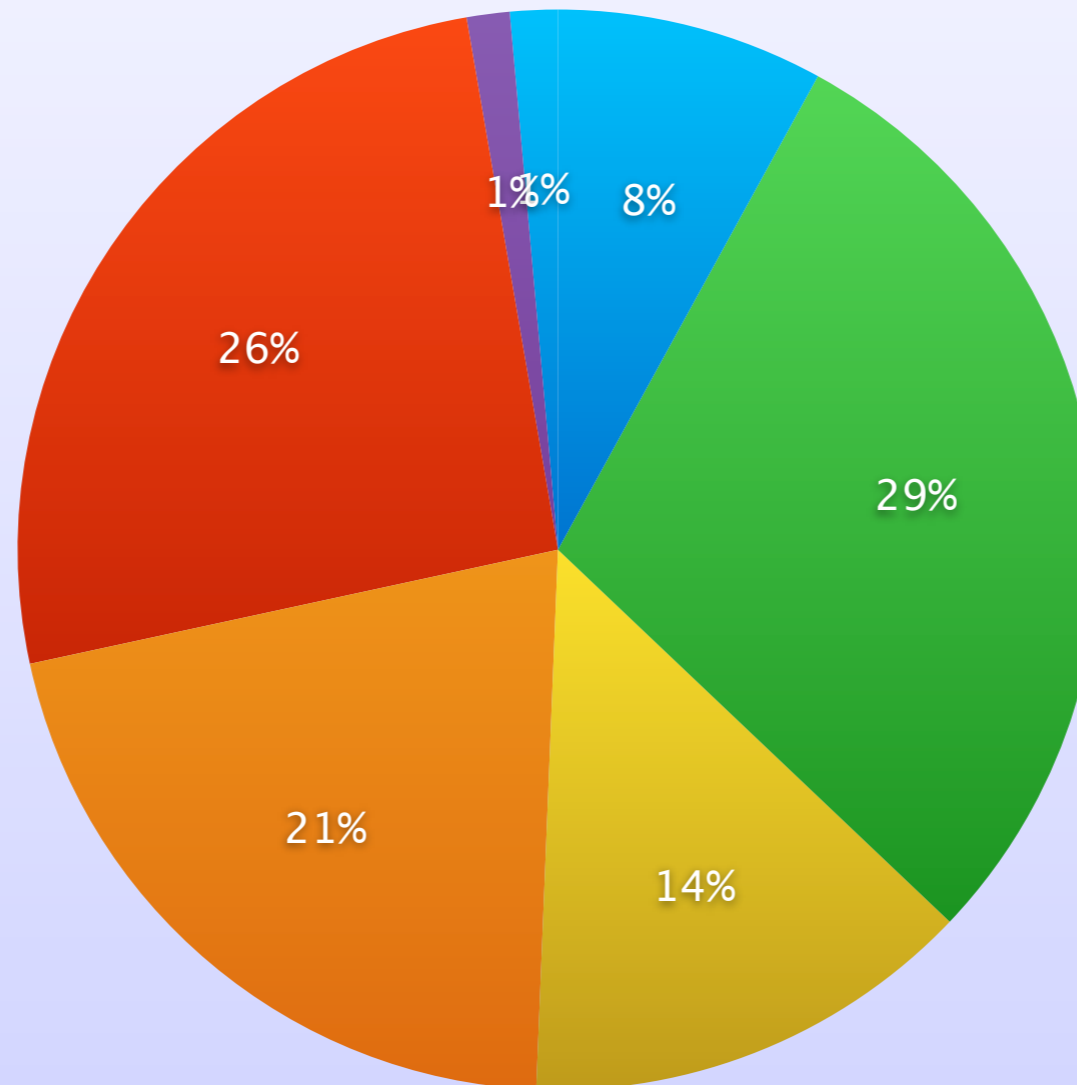
**Hi, I'm Jane L.  
I'm a LiveJournal  
user.**



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# Jane Manages Access

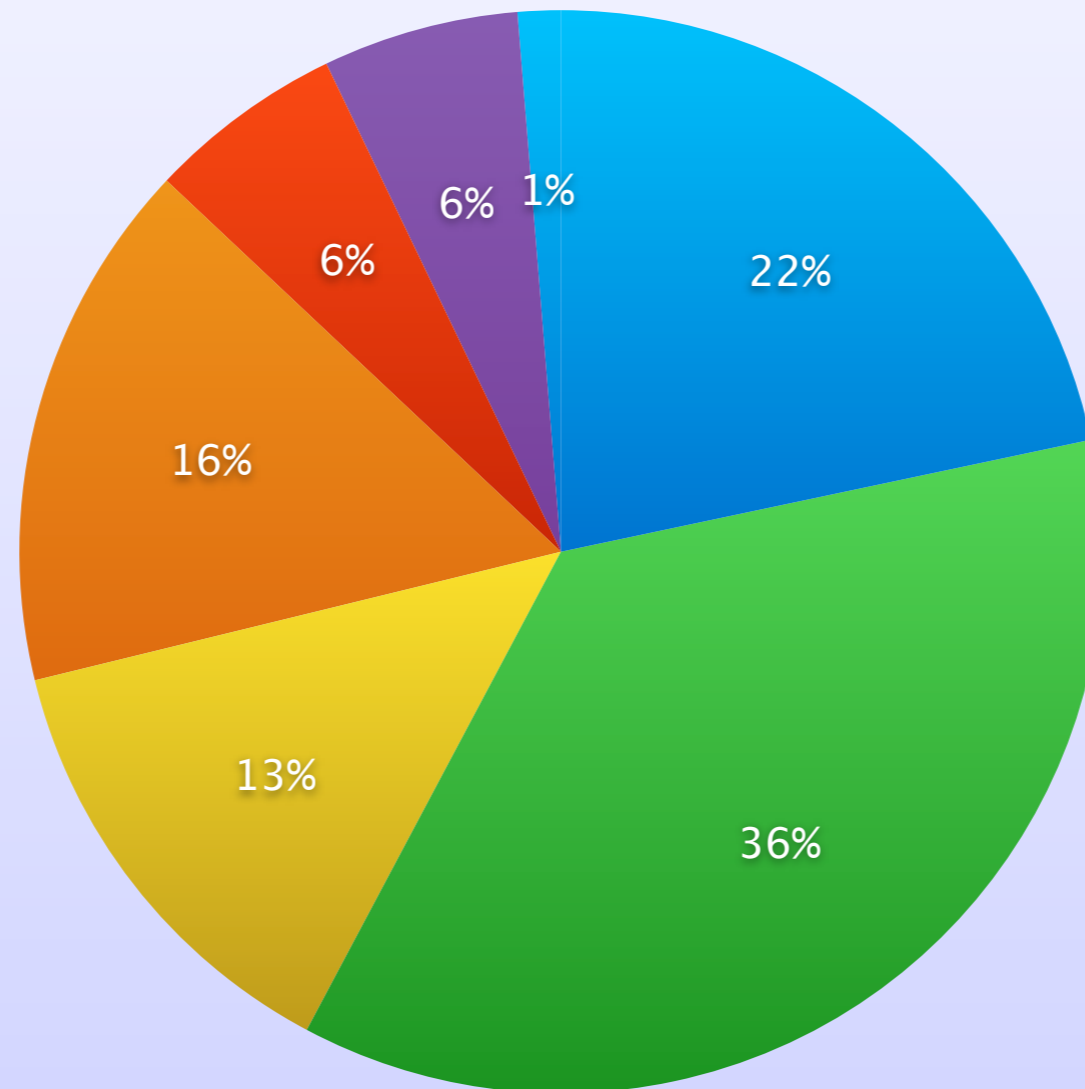
## Friends Lock



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# Jane Manages Access

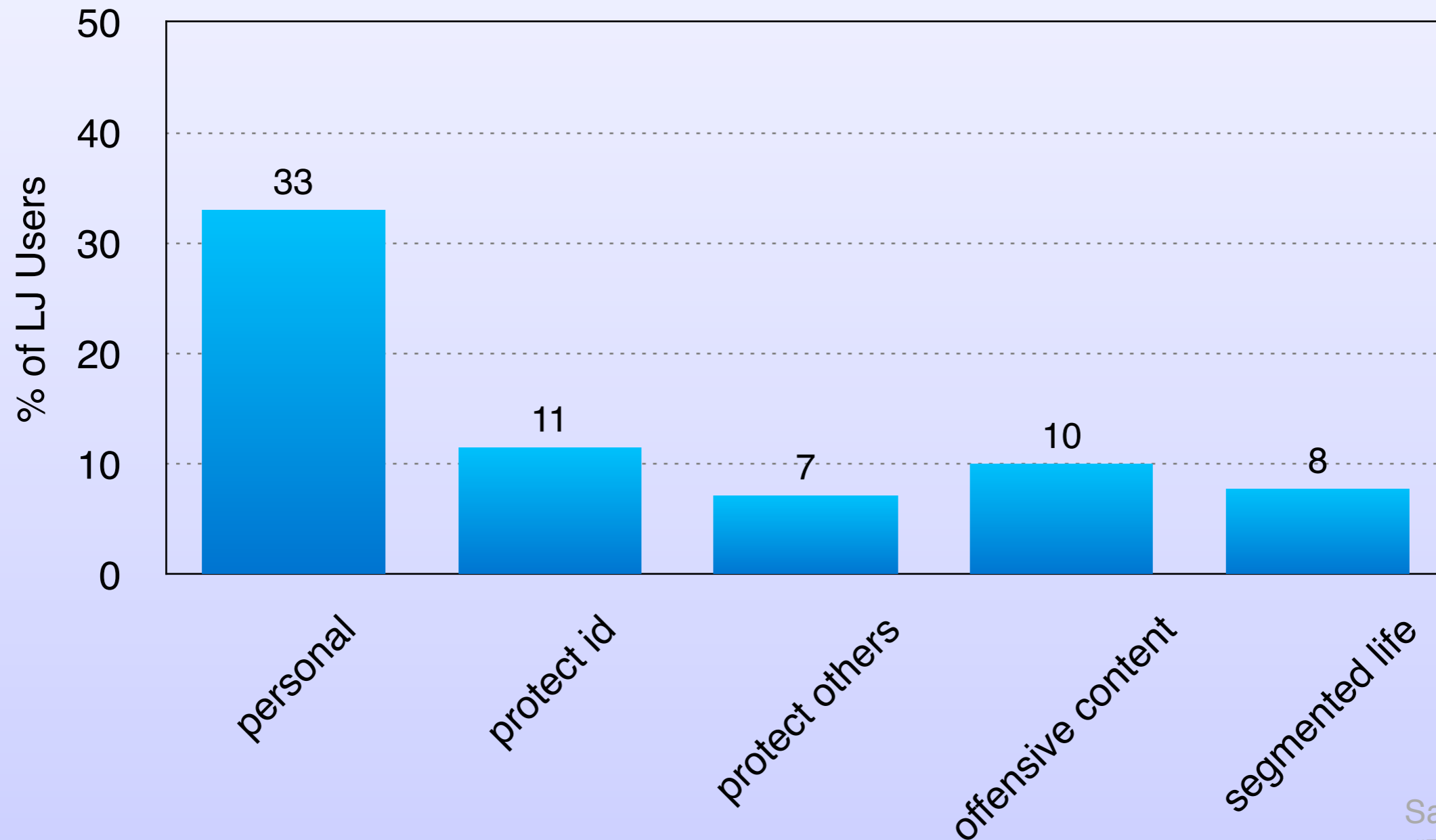
## Filters



- Never
- Rarely
- Monthly
- Weekly
- Daily
- DK
- DNA

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# Why Jane Locks

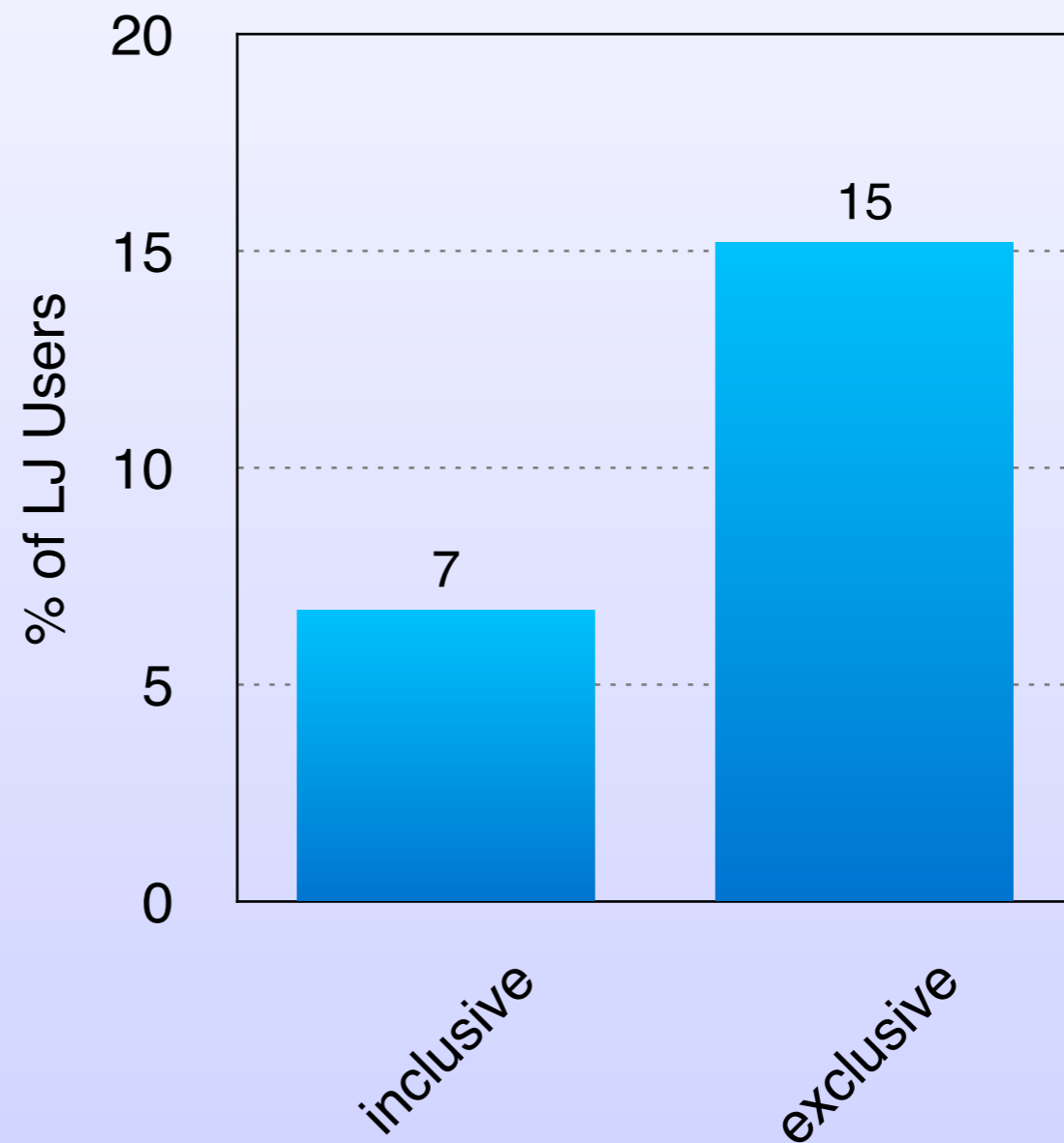


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# Jane Thinks About Access

- Inclusive
- Exclusive



# Jane Invites You In

- Selective sharing of personal content
- Segmented life
  - Fan communities
  - Explicit content
- Ultimate inclusion: 1 person filter



# Jane Keeps You Out

## People

- Former lovers
- Family members
- Bosses

## Content

- Identifying info
- Explicit content
- Talking about YOU



# Jane Is Fickle

- Can change your level of access.
- Can change access to a post.



# Jane Lives Offline, Too

- Takes malleable public and private along?



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