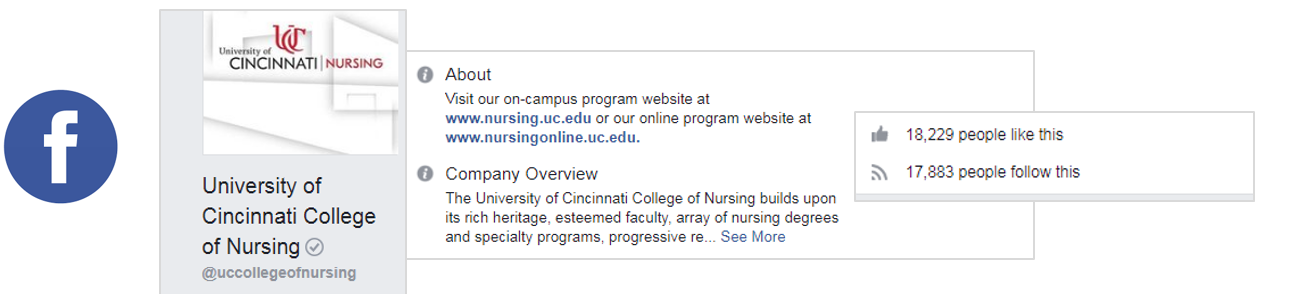


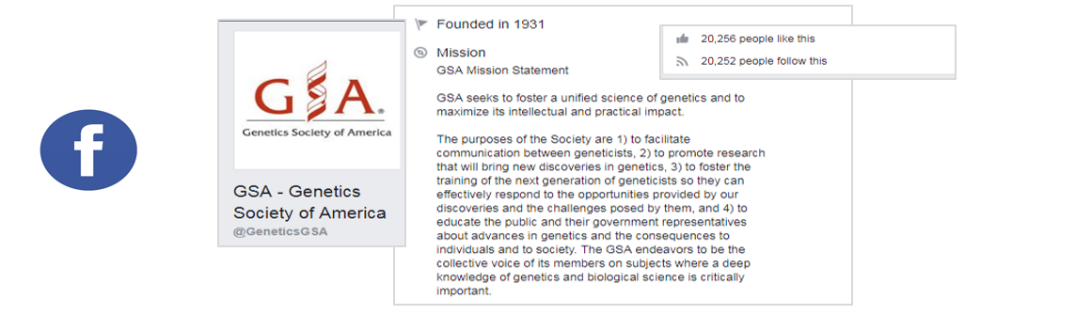
<https://bit.ly/2SKkLkl>

**Figure 1:** A Facebook profile of an academic user, showing a link to a research paper



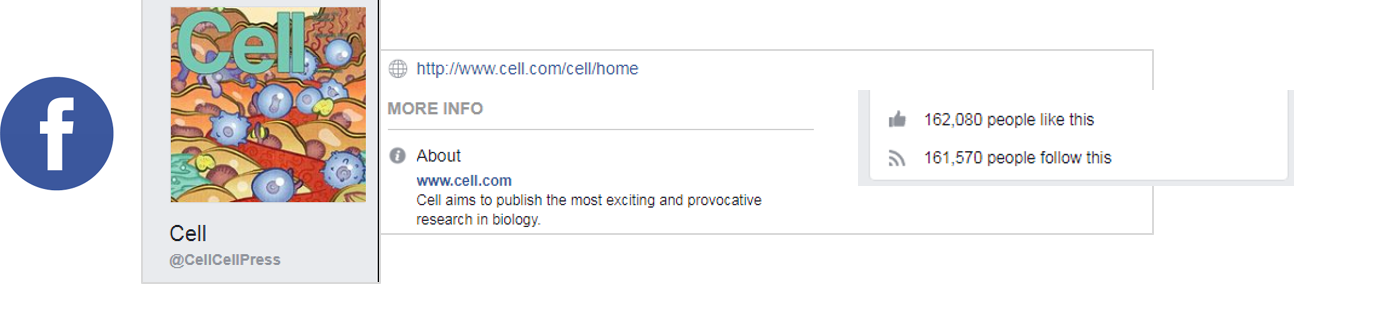
<https://bit.ly/2SJS6fb>

**Figure 2:** A Facebook profile of an academic organization, showing a link to a scholarly paper.



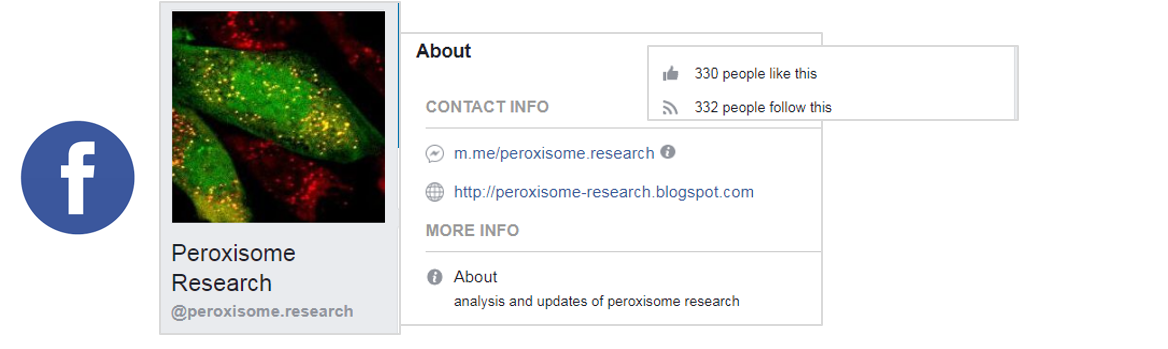
https://bit.ly/2K8ZVan

**Figure 3:** A Facebook profile of a society, showing a link to an academic article.



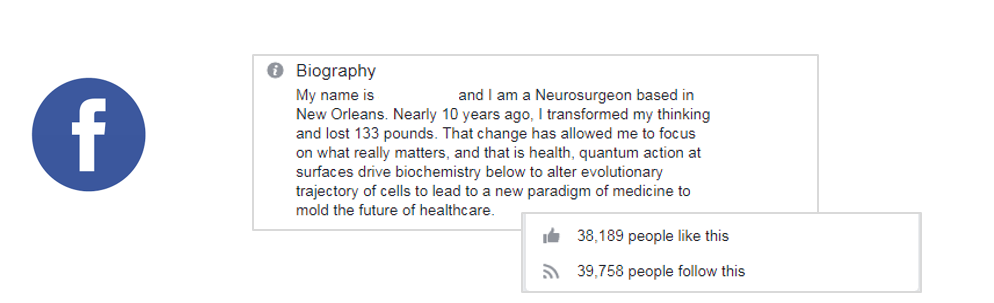
<https://bit.ly/2YnbZd7>

**Figure 4:** A Facebook profile of a journal, showing a link to a research article.



<https://bit.ly/2K0KxOA>

**Figure 5:** A Facebook profile of a blogger, showing a link to an academic paper.



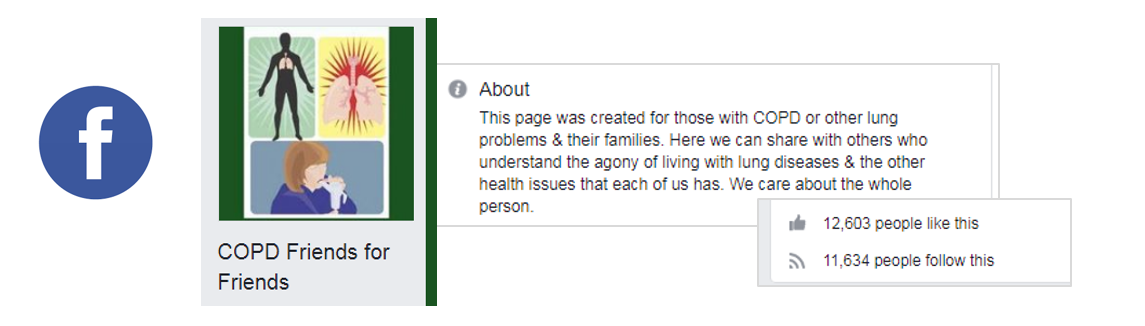
<https://bit.ly/2YtHjLf>

**Figure 6:** A Facebook profile of a neurosurgeon, showing a link to a scientific article.



<https://bit.ly/2SKDtbl>

**Figure 7**: A Facebook profile of a yoga instructor, showing a link to a research article.



<https://bit.ly/2Mn6LvO>

**Figure 8:** A Facebook profile of an online community, showing a link to a scholarly article.



https://bit.ly/2Mjhszc

**Figure 9:** A Facebook profile of a commercial organization, showing a link to an academic paper.