Though intensive research has been conducted on the topic of information sharing on SNS, there is a need to further investigate the different effects of image sharing in terms of comments by the social network users and their network friends and if those comments have an impact on the interpretation of the image as evidenced by the potential employer’s perceptions of the desirability of the individual as a potential employee. The study conducted by Bohnert and Ross (2010) focused on the consistency of the photographs disclosed on the SNS with the comments made on the page and not the comments made on the specific image (although they did put a caption on one image). This is a critical distinction because the comments made on an image can, in part, provide the context of the image.

The research goal is to examine the effect that SNS use has not only on our lives as well. By examining the image comments in addition to the image, it seeks to deepen our understanding of how image comments serve to set the context of the image and how this context affects our perception of the image.

The main research question in this study is: Do the image comments have an impact on the interpretation of the image as evidenced by the potential employer’s perceptions of the desirability of the individual as a potential employee?

**Key References**