13. An apparatus of claim **11**, wherein the apparatus is further caused to:

determine that the at least one result indicates, at least in part, that at least one content update is not available; and

determine the adjustment so that the second update frequency is less than the first update frequency.

14. An apparatus of claim **11**, wherein the at least one result indicates, at least in part, one or more updated content items and the apparatus is further caused to:

process and/or facilitate a processing of the one or more updated content items to determine one or more measures of user interest associated with the one or more updated content items; and

determine the second update frequency based, at least in part, on the one or more measures of user interest.

15. An apparatus of claim **11**, wherein the apparatus is further caused to:

determine user actions in relation to the one or more updated content items,

wherein the one or more measures of user interest are based, at least in part, on the user actions in relation to the one or more updated content items.

16. An apparatus of claim **11**, wherein the apparatus is further caused to:

determine one or more parameters regarding the substance of the one or more updated content data; and

determine one or more selections of the one or more parameters,

determine the first update frequency, the second update frequency, or a combination thereof based, at least in part, on the one or more selections.

17. An apparatus of claim **16**, wherein the apparatus is further caused to:

determine the one or more parameters with respect to one or more user accounts, one or more applications, one or more services, or a combination thereof; and

cause, at least in part, the adjustment respective of the one or more user accounts, one or more applications, one or more services, or a combination thereof.

18. An apparatus of claim **11**, wherein the apparatus is further caused to:

determine sensor information associated with one or more devices; and

cause, at least in part, the adjustment based, at least in part, on the sensor information,

wherein the sensor information includes contextual sensor information.

19. An apparatus of claim **11**, wherein the apparatus is further caused to:

cause, at least in part, a presentation of a graphical representation of the first update frequency, the second update frequency, or a combination thereof; and

determine a prompt to override the first update frequency based, at least in part, on one or more user interactions with the graphical representation of the first update frequency.

20. An apparatus of claim **11**, wherein the apparatus is further caused to:

determine one or more updated content items, wherein the one or more content items include one or more comments, one or more postings, one or more notes, one or more sharing actions, or a combination thereof in relation to shared content, and

wherein the one or more adjustments include extending the time interval, shortening the time interval, or a combination thereof.

21.-**48**. (canceled)

* * * * *