

CONSENT

Welcome! We are happy that you are interested in participating in the study. Remember, we ONLY accept participants who:

1. Have a Facebook Profile...

and

2. Post on this profile at least twice weekly.

If that sounds like you, please give us your information below.

- ☐ Yes, that's me!
- ☐ Nope, sorry.

Great! Now we need to have you review some consent materials. Please click approve if you agree to participate in this study. If you do not, you will be sent to the end of the survey.

INFORMED CONSENT FOR NON MEDICAL RESEARCH

Facebook Study

You are invited to participate in a research study conducted by [REDACTED]
[REDACTED] Your participation is voluntary. You should read the information below, and ask questions about anything you do not understand, before deciding whether to participate. Please take as much time as you need to read the consent form. You may also decide to discuss participation with your family

or friends. If you decide to participate, you will be asked to sign this form. You will be given a copy of this form.

PURPOSE OF THE STUDY

The purpose of this study is to examine people's habits related to their behavior on social media. In particular, this study will focus on Facebook and information that is shared publicly on profile pages. We are seeking to understand why and how people share content over time.

STUDY PROCEDURES

If you volunteer to participate in this study, you will be asked to share with us some simple information about yourself and information about your behavior on social media for a week. You will provide demographic information about yourself in a simple survey (this one). And in addition, you will be asked to share your public Facebook profile with researchers for a week. You will interact with researchers via email during this time.

All data will be identified only by the last 3 digits of your phone number, and permanently deleted after they are analyzed by researchers. Your profile will be observed by adding a researcher profile as a "friend" on Facebook. You will be removed as a "friend" of this profile at the conclusion of the observation period (dates above). You will be contacted by researchers for another short survey task and debriefing at the end of the study.

POTENTIAL RISKS AND DISCOMFORTS

Researchers will not access your profile beyond the data collection period, and the information will be coded only for the purposes of the study. There is a small risk that people who are not connected with this study will learn a participant's identity or their personal information. In the case of a data breach, researchers will inform the participants. However, it is extremely unlikely that the coded files will be accessed, as they will all be password-protected and identifying information beyond numerical participant ID will never be input. Please ensure that you block the researchers' Facebook profile from viewing any content that you are uncomfortable with researchers seeing, or alert the research team. This will ensure your protection even in the case of a data breach and ensure you are comfortable partaking in this study.

POTENTIAL BENEFITS TO PARTICIPANTS AND/OR TO SOCIETY

Participants will not receive direct benefit from their participation in this study. However, the benefit to society of this research includes both the potential illumination of the reasons people engage in social media use and sharing, understanding what kinds of emotional and psychological motivation drive posting behavior, and how to encourage people to share more constructively and wisely online.

PAYMENT/COMPENSATION FOR PARTICIPATION

Participants will receive credit in their psychology classes, a total of 4 credits for participation in this study. Non-student participants will receive \$10 for their participation.

CONFIDENTIALITY

We will keep your records for this study confidential as far as permitted by law. The members of the research team and the [REDACTED]

[REDACTED] will be allowed to access this data, which will only be identified by the 3-digit subject ID (last 3 digits of their phone number). Data will be kept until the study is completed and the data fully analyzed, then deleted and disposed of permanently.

PARTICIPATION AND WITHDRAWAL

Your participation is voluntary. Your refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this research study. Your participation may be terminated if you fail to send in the data during the duration of the week.

ALTERNATIVES TO PARTICIPATION

If you joined the student subject pool, your alternative may be to participate in another study or to write a paper, please contact the Subject Pool Coordinator for further information. If you are not a student, the alternative is to not participate.

EMERGENCY CARE AND COMPENSATION FOR INJURY

If you are injured as a direct result of research procedures you will receive medical treatment; however, you or your insurance will be responsible for the cost. [REDACTED]

INVESTIGATOR'S CONTACT INFORMATION

RIGHTS OF RESEARCH PARTICIPANT – IRB CONTACT INFORMATION

If you have questions, concerns, or complaints about your rights as a research participant or the research in general and are unable to contact the research team, or if you want to talk to someone independent of the research team, please contact the [REDACTED]

I have read the information provided above. I have been given a chance to ask questions (via email). My questions have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form (save or copy this page).

- ☐ I consent and agree to participate in this study.
- ☐ I do not consent, and will exit the survey now.

Basic Info

In exchange for providing some insight into your behaviors, we ask that you please fill out the below information. As described in the consent form, we will use these data for scientific purposes only. Please provide accurate and truthful answers.

Please type your email into the box below. This will be used to send you your survey result, and stored only for this purpose. We will delete these emails at the end of the 2-week study period.

Please enter the last 3 digits of your phone number in the box below. This will be used as your subject identifier for the duration of the study.

Please copy and paste the URL to your Facebook profile page. This will only be used if you complete the questions below. If you give us this information, you consent to our adding you as a "friend" on Facebook and observing your public behavior there for 1 week.

FB Use Intensity

Please answer the following questions carefully.

WARNING: if you answer 'o' on the sliding scales below, you will be sent out of the survey. If it is less than 1 hour, please round up to 1.

How many hours do you use Facebook per week?

0 10 20 30 40 50 60 70 80 90 100 110 120 130 140 150

Hours

How many hours do you use Facebook per day?

0 2 4 6 8 10 12 14 16 18 20 22 24

Hours

How many Facebook “friends” do you have?

How many of your Facebook friends do you consider “close” friends?

Facebook Posting Intensity

Please open your Facebook profile.

Based on the past week, how many times per day (on average) you post on Facebook:

0 2 4 6 8 10 12 14 16 18 20 22 24 26 28 30

Avg. posts/day

Based on the past month, please estimate how many times per week (on average) you post on Facebook:

0 10 20 30 40 50 60 70 80 90 100

Avg. posts/week

How many times have you posted on Facebook in the past month?

Post Feedback Habits

Please answer the following questions and read carefully.

Do you often reduce your Facebook posting after receiving negative feedback (reactions or comments) on a post?

1 =
Never

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

8

☐

9 =
Always

☐

Do you often increase your Facebook posting after receiving positive feedback (reactions or comments) on a post?

1
=Never

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

8

☐

9 =
Always

☐

Feedback (reactions, comments) on my Facebook posts matter to me.

1 =
Strongly
disagree

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

8

☐

9 =
Strongly
agree

☐

How much does the feedback (reactions, comments) on your Facebook posts matter to you?

1 = Not
at all
important

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

8

☐

9 =

Extremely
important☐

If you make a Facebook post, do you wait for feedback (reactions, comments) on it before making a new Facebook post?

1 =

Never

☐

2

☐

3

☐

4

☐

5

☐

6

☐

7

☐

8

☐

9 =

Always

☐

SRHI (Verplanken, Orbell 2003)

Posting on Facebook is something ...

	1 = disagree	2	3	4	5	6	7 = agree
... I do frequently.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I do automatically.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I do without having to consciously remember.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... that makes me feel weird if I do not do it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I do without thinking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... would require effort not to do it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... that belongs to my (daily, weekly, monthly) routine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I start doing before I realize I'm doing it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I would find hard not to do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I have no need to think about doing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... that's typically 'me'.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I have been doing for a long time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

Here is the last section of the studies. Please fill out a few questions.

What's your gender?

How old are you?

What is your nationality?

What is your native language?

FINAL

Thank you for participating in this survey!

We will now observe your Facebook profile for 1 week, as discussed in the introduction. Once you have accepted a [REDACTED] we will begin monitoring your posting behavior.

At the end of this period, we will send you your results.

If you have come from PROLIFIC, please use this URL to return to the site/app: <https://app.prolific.co/submissions/complete?cc=27B5262E>

Please send any questions abo [REDACTED]

Powered by Qualtrics