Online Social Network Groups: Effects on Content-Sharing and Usability

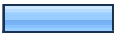**1. We are graduate students in the Department of Computer Science at the University of Minnesota. We are conducting a survey as part of an assignment for Dr. Loren Terveen's CSCI 8115: Human-Computer Interaction and User Interface Technology course. If you are at least 18 years old and have participated in an online social network, you are eligible to participate in this survey. This survey involves answering some general demographics questions and some questions about your attitudes toward "groups" within social networks and content sharing. The survey takes about 15 minutes to complete. The purpose of the survey is to help students in this course learn more about the extent to which people utilize grouping mechanisms in online social networks and whether there is a relationship between content type and whether users alter the visibility permissions. Your participation is voluntary and your responses will be anonymous. The data collected will be analyzed in aggregate. There are no consequences if you decide not to complete the survey. The results of this project will be available after May 1, 2012. If you would like a copy of the results or have any questions, please contact us at dahl0616@umn.edu. Thank you for your participation. If you agree to complete the survey and consent to participate, please click the "Accept" button below.**

		Response Percent	Response Count
Accept		**100.0%**	120
Decline		0.0%	0
		answered question	**120**
		skipped question	**0**

2. How many hours per week do you spend on social networking websites?

		Response Percent	Response Count
Less than 1		17.0%	18
2-4		**38.7%**	**41**
5-7		16.0%	17
8-10		10.4%	11
More than 10		17.9%	19
	answered question		106
	skipped question		14

3. Why do you use social networking websites? Select all that apply:

		Response Percent	Response Count
Connecting with family		77.4%	82
Connecting with friends		**91.5%**	**97**
Connecting with companies/brands		14.2%	15
Professional networking		22.6%	24
Entertainment		68.9%	73
Event planning		38.7%	41
Keeping up with current events		35.8%	38
Question-asking and answering		12.3%	13
Other (please specify)		9.4%	10
	answered question		106
	skipped question		14

4. Many social networking websites allow you to categorize your connections (e.g. work, family, friends, etc.) Thinking about your own online social networks, please rank the following grouping motivations according to importance:

	Least Important				Most Important	Rating Average	Response Count
To avoid targeted advertisements	**50.6% (41)**	17.3% (14)	16.0% (13)	13.6% (11)	2.5% (2)	2.00	81
To avoid disclosure of embarrassing information	6.7% (5)	17.3% (13)	28.0% (21)	**40.0% (30)**	8.0% (6)	3.25	75
To avoid disclosure of personal information to unfamiliar people	0.0% (0)	1.1% (1)	9.0% (8)	16.9% (15)	**73.0% (65)**	4.62	89
To maintain separation between coworkers, friends, family, etc.	10.5% (9)	27.9% (24)	**37.2% (32)**	18.6% (16)	5.8% (5)	2.81	86
To make it easier to share information with a small group of people	16.3% (15)	**29.3% (27)**	18.5% (17)	22.8% (21)	13.0% (12)	2.87	92
Other (see below)	16.7% (1)	16.7% (1)	0.0% (0)	**33.3% (2)**	**33.3% (2)**	3.50	6

Please Specify Other:	1

answered question	**106**
skipped question	**14**

5. What type of content (e.g. news, photos, personal updates, etc.) do you selectively share with groups (e.g. family, friends, coworkers, etc)? If possible, provide an example:

	Response Count
	84
answered question	**84**
skipped question	**36**

6. Why do you choose to share this content with some groups and not others?

	Response Count
	81
answered question	**81**
skipped question	**39**

7. What type of content do you selectively share with ALL of your groups? If possible, provide an example:

	Response Count
	79
answered question	**79**
skipped question	**41**

8. Why do you choose to share this content with all of your groups?

	Response Count
	74
answered question	**74**
skipped question	**46**

9. Has anybody in your network shared content that you wished they had not?

		Response Percent	Response Count
Yes		**56.2%**	**50**
No		43.8%	39
		answered question	89
		skipped question	31

10. If yes, why do you wish they had not shared it?

	Response Count
	50
answered question	50
skipped question	70

11. The next questions are about Google+. Do you have a Google+ account?

		Response Percent	Response Count
Yes		43.3%	39
No		**56.7%**	**51**
		answered question	90
		skipped question	30

12. How many friends do you have on Google+?

		Response Percent	Response Count
Less than 25		76.9%	30
25-49		15.4%	6
50-99		5.1%	2
100-199		0.0%	0
More than 200		2.6%	1
	answered question		39
	skipped question		81

13. Who are you connected to on Google+? Select all that apply:

		Response Percent	Response Count
Friends		79.5%	31
Family		64.1%	25
Coworkers/Colleagues		43.6%	17
Acquaintances		25.6%	10
Strangers		15.4%	6
Political Figures		5.1%	2
Celebrities		12.8%	5
Companies/Brands		7.7%	3
Other (please specify)		10.3%	4
	answered question		39
	skipped question		81

14. How often do you create posts on Google+?

		Response Percent	Response Count
Never		**56.4%**	**22**
Rarely		33.3%	13
A few times per month		7.7%	3
A few times per week		2.6%	1
Every day		0.0%	0
		answered question	39
		skipped question	81

15. What topics do you post about on Google+? Select all that apply:

		Response Percent	Response Count
Personal Thoughts		33.3%	13
Personal Status Updates		25.6%	10
Technology		20.5%	8
Entertainment		10.3%	4
Professional		15.4%	6
Places		7.7%	3
Restaurants		7.7%	3
Current Events		12.8%	5
Shopping		0.0%	0
Politics		10.3%	4
Religion		0.0%	0
Health		2.6%	1
Finance		0.0%	0
Travel		5.1%	2
Home/Family		5.1%	2
Style		0.0%	0
Games		5.1%	2
Hobbies		10.3%	4
Other (please specify)		**41.0%**	**16**
		answered question	**39**
		skipped question	**81**

16. What information do you include in your posts? Select all that apply:

		Response Percent	Response Count
Personal Information		17.9%	7
Personal Photographs		25.6%	10
Personal Videos		0.0%	0
Links to Webpages		30.8%	12
Music		5.1%	2
Pictures		28.2%	11
Videos		7.7%	3
Other (please specify)		**38.5%**	**15**
	answered question		39
	skipped question		81

17. How many circles do you have on Google+?

		Response Percent	Response Count
0		24.3%	9
1-3		**43.2%**	**16**
4-6		27.0%	10
7-9		5.4%	2
More than 10		0.0%	0
	answered question		37
	skipped question		83

18. How often do you update your circles?

		Response Percent	Response Count
Never		**45.9%**	**17**
Rarely		**45.9%**	**17**
A few times per month		8.1%	3
A few times per week		0.0%	0
Every day		0.0%	0
	answered question		37
	skipped question		83

19. How closely do your circles represent your real-life social groups (e.g. work, friends, family, etc.)?

		Response Percent	Response Count
1 (Not close at all)		**27.0%**	**10**
2		18.9%	7
3		**27.0%**	**10**
4		16.2%	6
5 (Exact)		10.8%	4
	answered question		37
	skipped question		83

20. How concerned are you with keeping your posts separated according to circles?

		Response Percent	Response Count
1 (Very concerned)		13.5%	5
2		16.2%	6
3		13.5%	5
4		8.1%	3
5 (Not concerned at all)		48.6%	18
	answered question		37
	skipped question		83

21. Thinking about your posting habits on Google+, please indicate the frequency of the following:

	Never	Rarely	Usually	Always	Rating Average	Response Count
I censor my posts	51.4% (19)	16.2% (6)	18.9% (7)	13.5% (5)	1.95	37
I selectively share posts with with specific circles	54.1% (20)	16.2% (6)	18.9% (7)	10.8% (4)	1.86	37
I share posts with all of my circles	43.2% (16)	24.3% (9)	21.6% (8)	10.8% (4)	2.00	37
It is important to keep my posts separate according to circles	45.9% (17)	21.6% (8)	18.9% (7)	13.5% (5)	2.00	37
I avoid posting information when I must selectively share it with a circle(s)	54.1% (20)	27.0% (10)	10.8% (4)	8.1% (3)	1.73	37
			answered question			37
			skipped question			83
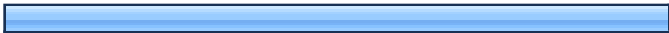
22. Thinking about the user interface of Google+, please indicate the difficulty of the following tasks:

	Extremely Easy	Somewhat Easy	Neutral	Somewhat Difficult	Extremely Difficult	Rating Average	Response Count
Organizing circles	**51.4% (19)**	21.6% (8)	18.9% (7)	8.1% (3)	0.0% (0)	1.84	37
Adding users to circles	**59.5% (22)**	16.2% (6)	18.9% (7)	5.4% (2)	0.0% (0)	1.70	37
Removing users from circles	**43.2% (16)**	24.3% (9)	24.3% (9)	8.1% (3)	0.0% (0)	1.97	37
Viewing members of a circle	36.1% (13)	**36.1% (13)**	19.4% (7)	5.6% (2)	2.8% (1)	2.03	36
Viewing posts from specific circles	32.4% (12)	**32.4% (12)**	29.7% (11)	5.4% (2)	0.0% (0)	2.08	37
Sharing specific posts with circles	**32.4% (12)**	29.7% (11)	27.0% (10)	10.8% (4)	0.0% (0)	2.16	37
					answered question		**37**
					skipped question		**83**

23. How useful to you are Google+ circles?

		Response Percent	Response Count
1 (Not at all useful)		**29.7%**	**11**
2		16.2%	6
3		18.9%	7
4		27.0%	10
5 (Extremely useful)		8.1%	3
	answered question		**37**
	skipped question		**83**

24. The next questions are about Facebook. Do you have a Facebook account?

		Response Percent	Response Count
Yes		**100.0%**	87
No		0.0%	0
		answered question	87
		skipped question	33

25. How many friends do you have on Facebook?

		Response Percent	Response Count
Less than 50		3.5%	3
50-99		7.0%	6
100-199		25.6%	22
200-300		18.6%	16
More than 300		**45.3%**	39
		answered question	86
		skipped question	34
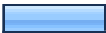
26. Who are you connected to on Facebook? Select all that apply:

		Response Percent	Response Count
Friends		**98.8%**	**85**
Family		**98.8%**	**85**
Coworkers/Colleagues		86.0%	74
Acquaintances		79.1%	68
Strangers		12.8%	11
Political Figures		10.5%	9
Celebrities		23.3%	20
Companies/Brands		34.9%	30
Other (please specify)		4.7%	4
	answered question		86
	skipped question		34
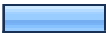
27. How often do you create posts on Facebook?

		Response Percent	Response Count
Never		3.5%	3
Rarely		31.4%	27
A few times per month		**34.9%**	**30**
A few times per week		17.4%	15
Every day		12.8%	11
	answered question		86
	skipped question		34

28. What topics do you post about on Facebook? Select all that apply:

		Response Percent	Response Count
Personal Thoughts		61.6%	53
Personal Status Updates		**65.1%**	**56**
Technology		15.1%	13
Entertainment		44.2%	38
Professional		19.8%	17
Places		27.9%	24
Restaurants		12.8%	11
Current Events		34.9%	30
Shopping		10.5%	9
Politics		17.4%	15
Religion		14.0%	12
Health		18.6%	16
Finance		3.5%	3
Home/Family		34.9%	30
Style		10.5%	9
Travel		26.7%	23
Games		14.0%	12
Hobbies		30.2%	26
Other (please specify)		9.3%	8
	answered question		**86**
	skipped question		**34**

29. What information do you include in your posts? Select all that apply:

		Response Percent	Response Count
Personal Information		55.8%	48
Personal Photographs		61.6%	53
Personal Videos		15.1%	13
Links to Webpages		59.3%	51
Music		31.4%	27
Pictures		**69.8%**	**60**
Videos		36.0%	31
Other (please specify)		8.1%	7
		answered question	86
		skipped question	34

30. How many friend lists do you have on Facebook?

		Response Percent	Response Count
0		**43.4%**	**36**
1-3		37.3%	31
4-6		12.0%	10
7-9		4.8%	4
More than 10		2.4%	2
		answered question	83
		skipped question	37

31. How often do you update your friend lists?

	Response Percent	Response Count
Never	**55.4%**	**46**
Rarely	39.8%	33
A few times per month	3.6%	3
A few times per week	1.2%	1
Every day	0.0%	0
answered question		83
skipped question		37

32. How closely do your friend lists represent your real-life social groups (e.g. work, friends, family, etc.)?

	Response Percent	Response Count
1 (Not close at all)	**48.2%**	**40**
2	18.1%	15
3	15.7%	13
4	10.8%	9
5 (Exact)	7.2%	6
answered question		83
skipped question		37

33. How concerned are you with keeping your posts separated according to friend lists?

		Response Percent	Response Count
1 (Very concerned)		4.8%	4
2		1.2%	1
3		20.5%	17
4		10.8%	9
5 (Not concerned at all)		**62.7%**	**52**
		answered question	83
		skipped question	37

34. Thinking about your posting habits on Facebook, please indicate the frequency of the following:

	Never	Rarely	Usually	Always	Rating Average	Response Count
I censor my posts	14.5% (12)	21.7% (18)	31.3% (26)	**32.5% (27)**	2.82	83
I selectively share posts with with specific friend lists	**59.0% (49)**	19.3% (16)	16.9% (14)	4.8% (4)	1.67	83
I share posts with all of my friends	3.7% (3)	11.0% (9)	26.8% (22)	**58.5% (48)**	3.40	82
It is important to keep my posts separate according to friend lists	**61.7% (50)**	23.5% (19)	11.1% (9)	3.7% (3)	1.57	81
I avoid posting information when I must selectively share it with a friend list(s)	**40.2% (33)**	13.4% (11)	24.4% (20)	22.0% (18)	2.28	82
				answered question		83
				skipped question		37

35. Thinking about the user interface of Facebook, please indicate the difficulty of the following tasks:

	Extremely Easy	Somewhat Easy	Neutral	Somewhat Difficult	Extremely Difficult	Rating Average	Response Count
Organizing friends	13.3% (11)	20.5% (17)	**44.6% (37)**	20.5% (17)	1.2% (1)	2.76	83
Adding users to friend lists	27.7% (23)	21.7% (18)	**38.6% (32)**	10.8% (9)	1.2% (1)	2.36	83
Removing users from friend lists	14.5% (12)	22.9% (19)	**42.2% (35)**	18.1% (15)	2.4% (2)	2.71	83
Viewing members of a friend list	21.7% (18)	26.5% (22)	**39.8% (33)**	8.4% (7)	3.6% (3)	2.46	83
Viewing posts from specific friends	**32.9% (27)**	23.2% (19)	29.3% (24)	11.0% (9)	3.7% (3)	2.29	82
Sharing specific posts with friend lists	17.3% (14)	23.5% (19)	**46.9% (38)**	11.1% (9)	1.2% (1)	2.56	81
					answered question		83
					skipped question		37

36. How useful to you are Facebook lists?

		Response Percent	Response Count
1 (Not at all useful)		**47.0%**	39
2		26.5%	22
3		16.9%	14
4		6.0%	5
5 (Extremely useful)		3.6%	3
		answered question	83
		skipped question	37

37. The next questions are about Twitter. Do you have a personal Twitter account?

		Response Percent	Response Count
Yes		28.9%	24
No		**71.1%**	**59**
	answered question		83
	skipped question		37
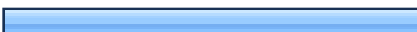
38. How many followers do you have on Twitter?

		Response Percent	Response Count
Less than 10		**33.3%**	**8**
10-24		8.3%	2
25-49		**33.3%**	**8**
50-74		4.2%	1
75-100		12.5%	3
More than 100		8.3%	2
	answered question		24
	skipped question		96

39. How many people do you follow on Twitter?

		Response Percent	Response Count
Less than 10		20.8%	5
10-24		8.3%	2
25-49		12.5%	3
50-74		12.5%	3
75-100		12.5%	3
More than 100		**33.3%**	**8**
		answered question	24
		skipped question	96
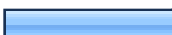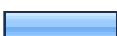
40. Who are you connected to on Twitter? Select all that apply:

		Response Percent	Response Count
Friends		**83.3%**	**20**
Family		58.3%	14
Coworkers/Colleagues		50.0%	12
Acquaintances		37.5%	9
Strangers		50.0%	12
Political Figures		41.7%	10
Celebrities		58.3%	14
Companies/Brands		62.5%	15
Other (please specify)		16.7%	4
		answered question	24
		skipped question	96

41. How often do you create posts on Twitter?

		Response Percent	Response Count
Never		29.2%	7
Rarely		**37.5%**	**9**
A few times per month		16.7%	4
A few times per week		8.3%	2
Every day		8.3%	2
		answered question	24
		skipped question	96

42. What topics do you tweet about? Select all that apply:

		Response Percent	Response Count
Personal Thoughts		**58.3%**	14
Personal Status Updates		37.5%	9
Technology		29.2%	7
Entertainment		29.2%	7
Professional		20.8%	5
Places		12.5%	3
Restaurants		25.0%	6
Current Events		20.8%	5
Shopping		16.7%	4
Politics		16.7%	4
Religion		12.5%	3
Health		8.3%	2
Finance		4.2%	1
Home/Family		4.2%	1
Style		8.3%	2
Travel		20.8%	5
Games		16.7%	4
Hobbies		25.0%	6
Other (please specify)		25.0%	6
		answered question	24
		skipped question	96

43. What information do you include in your tweets? Select all that apply:

		Response Percent	Response Count
Personal Information		37.5%	9
Personal Photographs		16.7%	4
Personal Videos		12.5%	3
Links to Webpages		**54.2%**	**13**
Music		12.5%	3
Pictures		25.0%	6
Videos		25.0%	6
Other (please specify)		37.5%	9
	answered question		24
	skipped question		96

44. Thinking about your posting habits on Twitter, please indicate the frequency of the following:

	Never	Rarely	Usually	Always	Rating Average	Response Count
I censor my tweets	**33.3% (8)**	8.3% (2)	29.2% (7)	29.2% (7)	2.54	24
I share the same information across all of my social networks	**29.2% (7)**	20.8% (5)	**29.2% (7)**	20.8% (5)	2.42	24
I share information via Twitter that I would not share on other social networks	**58.3% (14)**	12.5% (3)	29.2% (7)	0.0% (0)	1.71	24
I am concerned about who can view my tweets	**41.7% (10)**	25.0% (6)	12.5% (3)	20.8% (5)	2.13	24
				answered question		24
				skipped question		96
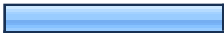
45. To what extent would you benefit if Twitter provided the ability to target tweets to selected followers?

		Response Percent	Response Count
1 (No benefit - wouldn't use)		66.7%	16
2		4.2%	1
3		12.5%	3
4		8.3%	2
5 (Very beneficial - would use often)		8.3%	2
	answered question		24
	skipped question		96

46. To what extent would your Twitter usage change if Twitter provided the ability to target tweets to selected followers?

		Response Percent	Response Count
Usage Would Decrease		0.0%	0
No Change		79.2%	19
Usage Would Increase		20.8%	5
	answered question		24
	skipped question		96

47. The next questions will compare features of Facebook and Google+. Are you a participant on Facebook AND Google+?

		Response Percent	Response Count
Yes		32.5%	27
No		**67.5%**	**56**
	answered question		83
	skipped question		37

48. In general, which social network do you use more often?

		Response Percent	Response Count
Google+		11.1%	3
Facebook		**81.5%**	**22**
Both Equally		7.4%	2
	answered question		27
	skipped question		93
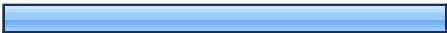
49. Please select the network that you associate with the following statements:

	Facebook	Neutral	Google+	Rating Average	Response Count
It is easier to create groups	14.8% (4)	25.9% (7)	**59.3% (16)**	2.44	27
It is easier to modify groups	11.1% (3)	29.6% (8)	**59.3% (16)**	2.48	27
It is easier to view group members	18.5% (5)	37.0% (10)	**44.4% (12)**	2.26	27
It is easier to share content with different groups	22.2% (6)	25.9% (7)	**51.9% (14)**	2.30	27
Overall usability of grouping mechanisms	14.8% (4)	29.6% (8)	**55.6% (15)**	2.41	27
			answered question		27
			skipped question		93

50. Do you share the same information across Google+ and Facebook?

		Response Percent	Response Count
Yes		29.6%	8
No		**70.4%**	**19**
	If not, why?		20
	answered question		27
	skipped question		93

51. Think about the last time you specified who could view your update. Which interface did you prefer?

		Response Percent	Response Count
Google+ circles		**66.7%**	**18**
Facebook friend lists		33.3%	9
	Why?		18
	answered question		27
	skipped question		93

52. Are you male or female?

		Response Percent	Response Count
Male		44.6%	37
Female		**55.4%**	**46**
Prefer Not to Answer		0.0%	0
	answered question		83
	skipped question		37
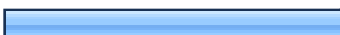
53. In what year were you born?

	Response Count
	78
answered question	78
skipped question	42
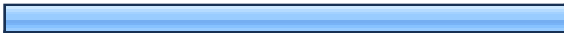
54. What is the highest level of school you have completed or the highest degree you have received?

	Response Percent	Response Count
Less than high school degree	0.0%	0
High school degree or equivalent (e.g., GED)	4.8%	4
Some college but no degree	9.6%	8
Associate degree	9.6%	8
Bachelor degree	**50.6%**	**42**
Graduate degree	24.1%	20
Prefer Not to Answer	1.2%	1
	answered question	83
	skipped question	37

55. Which of the following categories best describes your employment status?

		Response Percent	Response Count
Employed, working 1-39 hours per week		16.9%	14
Employed, working 40 or more hours per week		**69.9%**	**58**
Not employed, looking for work		3.6%	3
Not employed, NOT looking for work		4.8%	4
Retired		0.0%	0
Disabled, not able to work		1.2%	1
Prefer Not to Answer		3.6%	3
		answered question	83
		skipped question	37
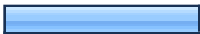
56. Are you White, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race?

		Response Percent	Response Count
White		**84.3%**	**70**
Black or African-American		2.4%	2
American Indian or Alaskan Native		0.0%	0
Asian		4.8%	4
Native Hawaiian or other Pacific Islander		0.0%	0
From multiple races		3.6%	3
Prefer Not to Answer		4.8%	4
	Some other race (please specify)		2

answered question	83
skipped question	37

57. Are you now married, widowed, divorced, separated, or never married?

		Response Percent	Response Count
Married		28.9%	24
Widowed		0.0%	0
Divorced		3.6%	3
Separated		1.2%	1
Never married		**63.9%**	**53**
Prefer Not to Answer		2.4%	2
		answered question	83
		skipped question	37

58. Do any children age 17 or younger live in your household?

		Response Percent	Response Count
Yes		16.9%	14
No		**81.9%**	**68**
Prefer Not to Answer		1.2%	1
		answered question	83
		skipped question	37

Page 2, Q3. Why do you use social networking websites? Select all that apply:

1	for work. SuccessFactors (formerly Jobs2web) helps companies share and distribute jobs to all social networking sites (i.e. Facebook, LinkedIn, Twitter and Pinterest)	Mar 28, 2012 11:03 AM
2	School work/Projects	Mar 22, 2012 8:35 PM
3	Garage sales - buy and sell items	Mar 22, 2012 6:18 PM
4	Playing Scrabble and other Games	Mar 21, 2012 9:25 PM
5	addicted	Mar 21, 2012 8:46 PM
6	dating	Mar 21, 2012 8:33 PM
7	News, Opinion, and Legislation Dissemination	Mar 21, 2012 8:11 PM
8	Games	Mar 21, 2012 8:10 PM
9	Boredom	Mar 21, 2012 8:01 PM
10	Mainly for stalking others	Mar 21, 2012 7:24 PM

Page 2, Q4. Many social networking websites allow you to categorize your connections (e.g. work, family, friends, etc.) Thinking about your own online social networks, please rank the following grouping motivations according to importance:

1	Didn't really get your question here, sorry! Just filled in bogus answers!	Mar 22, 2012 6:18 PM

	Page 3, Q5. What type of content (e.g. news, photos, personal updates, etc.) do you selectively share with groups (e.g. family, friends, coworkers, etc)? If possible, provide an example:	
1	Photos, special events.	Mar 31, 2012 10:18 AM
2	I currently don't separate content.If I did it would be photos and status messages.	Mar 31, 2012 5:05 AM
3	personal updates and photos	Mar 30, 2012 5:40 PM
4	News Videos	Mar 30, 2012 8:06 AM
5	photos, status updates, employment info, contact information, relationship status	Mar 29, 2012 2:52 PM
6	None, my privacy settings show my comments to Facebook friends only, I don't filter any further.	Mar 29, 2012 5:50 AM
7	photos, updates	Mar 28, 2012 4:11 PM
8	Photos/Personal News - only with friends on FB. Job Postings - to certain groups (i.e. nurse job out to a Nursing Careers group on LI)	Mar 28, 2012 11:06 AM
9	News, Photos, Person updates. Everything really just keep people posted about whats going on with me.	Mar 28, 2012 9:34 AM
10	Photos, updates.	Mar 28, 2012 7:47 AM
11	photo's, updates, interesting facts of the day/hour/minute	Mar 27, 2012 12:39 PM
12	things going on with me.	Mar 26, 2012 6:39 PM
13	Making plans with a group	Mar 26, 2012 2:32 PM
14	Nothing	Mar 26, 2012 8:55 AM
15	photos appropriate for coworkers	Mar 25, 2012 10:36 PM
16	General information shared with all groups.	Mar 25, 2012 4:47 PM
17	Photos. Especially anything posted by someone other than myself.	Mar 25, 2012 8:30 AM
18	none	Mar 25, 2012 2:02 AM
19	Photos, I only share with family and close friends	Mar 24, 2012 8:03 PM
20	Only share photos with friends and family.	Mar 24, 2012 10:02 AM
21	An event that may be happening will only be shared with family or my photos are private And can only be seen by friends	Mar 24, 2012 5:28 AM
22	Most common distinction is keeping some photos, likes, and other information separate between family and friends. Specifically political and religious posts, though embarrassing party photos and the like as well.	Mar 24, 2012 12:57 AM
23	life updates, recent photos and news, and music or photography i like	Mar 23, 2012 11:40 PM

24	Photos and personal updates with family and friends	Mar 23, 2012 6:45 PM
25	Nothing	Mar 23, 2012 9:11 AM
26	Photos, favorite songs, status updates, what school and work I go to, family events, friend events	Mar 22, 2012 8:38 PM
27	personal updates	Mar 22, 2012 8:27 PM
28	I have shared pictures of my family	Mar 22, 2012 8:17 PM
29	Updates about my kids and photos.	Mar 22, 2012 7:21 PM
30	I don't write anything. I'm a silent facebook stalker! :)	Mar 22, 2012 6:19 PM
31	News, photos, status updates, personal information	Mar 22, 2012 5:20 PM
32	I share mostly everything with people I am "friends" with on facebook but limit all status', wall posts and pictures to "friends only" so people I am not friends with cannot see such information.	Mar 22, 2012 5:14 PM
33	I tend not to selectively share between groups. Rather, I share will all groups but am very selective about what I share.	Mar 22, 2012 4:47 PM
34	Photos	Mar 22, 2012 1:58 PM
35	Photos	Mar 22, 2012 11:38 AM
36	A lot of photos for the family who are abroad. Updates to friends and current events	Mar 22, 2012 10:37 AM
37	Photos are only visibal to people who I am friends with; no friends of friends or random people - I do not have it broken down between family/friends/coworkers though	Mar 22, 2012 9:38 AM
38	Pictures - mostly of my dog and sometimes personal updates - mostly about how long I've been married or good news	Mar 22, 2012 9:12 AM
39	Photos and updates on family.	Mar 22, 2012 8:43 AM
40	Tagged photos of me and my wall I do not share with coworkers and family	Mar 22, 2012 8:37 AM
41	photos and personal updates, I have a coworker that I don't want to see everything about me.	Mar 22, 2012 7:13 AM
42	personal updates, photos	Mar 22, 2012 6:10 AM
43	News, photos, personal updates, and youtube videos	Mar 22, 2012 5:03 AM
44	I don't put much information about me on facebook. I believe people should contact me if they want to know something. Picture sharing was useful when I was in college as it was a quick way to share with everyone.	Mar 22, 2012 4:50 AM

45	Family photos. Personal interests	Mar 22, 2012 12:27 AM
46	I don't selectively share.	Mar 21, 2012 11:41 PM
47	Some photos I share only with select groups because I don't want certain people to see certain pictures. For example family friends or people from church seeing New Year's pictures.	Mar 21, 2012 10:11 PM
48	I like to share updates in my life with family and friends. Things such as a new job, going back to school, etc. I also like to share pictures, it's always nice to see familiar faces even when they are so far away.	Mar 21, 2012 9:39 PM
49	Family photos	Mar 21, 2012 9:15 PM
50	Photos, status updates	Mar 21, 2012 9:14 PM
51	business promotions that will help friends	Mar 21, 2012 8:35 PM
52	I don't selectively share anything. Everyone I'm friends w/sees everything.	Mar 21, 2012 8:34 PM
53	Very little. That is a feature I almost never use	Mar 21, 2012 8:22 PM
54	family connectivity with personal media, and political activism with links to legislation and opinion pages.	Mar 21, 2012 8:21 PM
55	Photos of my kids with family	Mar 21, 2012 8:16 PM
56	none	Mar 21, 2012 8:09 PM
57	Photos and updates	Mar 21, 2012 8:04 PM
58	Specific personal updates. I rarely add personal photos and do not generally link to news articles. Usually travel plans, so I can work out an itinerary faster.	Mar 21, 2012 7:57 PM
59	I selectively share photos, personal information about school and job information.	Mar 21, 2012 7:53 PM
60	Photos, Personal news	Mar 21, 2012 7:50 PM
61	I share personal photo's that I have posted to friends only. I do not share tagged photos of myself with anyone. I rarely post personal updates or news. I will post on friends, family and co-worker (if appropriate) walls.	Mar 21, 2012 7:49 PM
62	Photos and personal updates to close friends and family rather than everyone on my "friends" list	Mar 21, 2012 7:43 PM
63	None, I'm not much of a sharer.	Mar 21, 2012 7:42 PM
64	None.	Mar 21, 2012 7:42 PM
65	Photos Updates	Mar 21, 2012 7:41 PM
66	Photos and occasional status updates...that is all	Mar 21, 2012 7:30 PM

Page 3, Q5. What type of content (e.g. news, photos, personal updates, etc.) do you selectively share with groups (e.g. family, friends, coworkers, etc)? If possible, provide an example:

67	Photos and personal updates.	Mar 21, 2012 7:27 PM
68	personal updates; photos; anything that is exciting in my life or I feel is important Ill share it. Also my comments and opinions as well.	Mar 21, 2012 7:22 PM
69	photos	Mar 21, 2012 7:11 PM
70	Photos of certain social events	Mar 21, 2012 6:51 PM
71	notes, links, status updates	Mar 21, 2012 6:47 PM
72	Mainly photos	Mar 21, 2012 6:42 PM
73	pictures	Mar 21, 2012 6:37 PM
74	Share all with all "friends " on here.	Mar 21, 2012 6:00 PM
75	Photo	Mar 21, 2012 5:56 PM
76	News, photos	Mar 21, 2012 5:48 PM
77	Photos, life updates	Mar 21, 2012 5:46 PM
78	News	Mar 21, 2012 5:42 PM
79	Status post and photos	Mar 21, 2012 5:38 PM
80	personal updates What I plan on doing that night	Mar 20, 2012 5:54 PM
81	Photos	Mar 20, 2012 5:46 PM
82	I share personal photos with friends and family.	Mar 20, 2012 3:07 PM
83	Family photos, significant life events, what I'm doing on vacation.	Mar 20, 2012 2:11 PM
84	news, networking resources	Mar 20, 2012 2:05 PM

1	Not all photos need to be seen by others.	Mar 31, 2012 10:18 AM
2	If I did, it would be for privacy. I'd share more with my friends and family than I would with coworkers or associates.	Mar 31, 2012 5:05 AM
3	I share all content with my friends except my IM and email chats.	Mar 30, 2012 5:40 PM
4	Being age appropriate	Mar 30, 2012 8:06 AM
5	I like to keep my home life and work life separate. I am a teacher and don't feel it's necessary for parents/students to know everything about my personal life. If it's not something I would share in a face-to-face conversation with the group, I don't share it online, either.	Mar 29, 2012 2:52 PM
6	Not applicable	Mar 29, 2012 5:50 AM
7	just family	Mar 28, 2012 4:11 PM
8	not relevant/applicable to all people I am connected with.	Mar 28, 2012 11:06 AM
9	Not everyone one on my friends list is someone I want to know about my personal life... For example co-workers.	Mar 28, 2012 9:34 AM
10	Applicability - work v. friends, avoiding overexposure	Mar 28, 2012 7:47 AM
11	some people may not want to get information like this... only specific people will answer survey's and take time to help others...	Mar 27, 2012 12:39 PM
12	It applying to the group I'm meeting with	Mar 26, 2012 2:32 PM
13	I Tweet and I update my Facebook status, I don't purposely to share info with a specified group.	Mar 26, 2012 8:55 AM
14	maintain professionalism at work	Mar 25, 2012 10:36 PM
15	To keep it private. To control who can see my private life.	Mar 25, 2012 8:30 AM
16	Maintain privacy from those that I don't speak to on a regular basis	Mar 24, 2012 8:03 PM
17	Because i only share personal infi and photos with people i'm close to.	Mar 24, 2012 10:02 AM
18	I don't really group my contacts into groups	Mar 24, 2012 5:28 AM
19	Differences in political and religious opinion between me and my family that I'd rather not get into arguments with them about.	Mar 24, 2012 12:57 AM
20	most is shared with all, only sometimes i choose to share with only certain friends because of it not being appropriate to share with all my family too	Mar 23, 2012 11:40 PM
21	It is not everyones business	Mar 23, 2012 6:45 PM
22	I share all information with everyone except strangers. I allow strangers to see basic information.	Mar 23, 2012 9:11 AM

23	To keep boundaries with coworkers and aquaintances	Mar 22, 2012 8:38 PM
24	Most people probably don't care anyway, but it is probably something the whole world doesn't need to know.	Mar 22, 2012 8:27 PM
25	I only share with family. I trust my family more than friends or outsiders. I know the pictures will not be miss used	Mar 22, 2012 8:17 PM
26	My husband is military and we no longer live close to our families. Its a nice easy way to keep everyone updated at once.	Mar 22, 2012 7:21 PM
27	I don't share anything - everyone gets the silent treatment from me.	Mar 22, 2012 6:19 PM
28	Because there are some people on my list that are on my "friends" list but aren't actually that close of friends anymore. I don't want to give them anything to "gossip" about amongst themselves.	Mar 22, 2012 5:20 PM
29	Not really.	Mar 22, 2012 5:14 PM
30	Not applicable...see answer to question #5.	Mar 22, 2012 4:47 PM
31	I don't want everyone to have access to my pictures...that seems rather personal.	Mar 22, 2012 1:58 PM
32	Some photos are embarassing and I don't want my family to see them	Mar 22, 2012 11:38 AM
33	Those that I share with ate the closest to me and I feel that they should know what's going on in my life. Other people are acquaintance friends; friends but not close.	Mar 22, 2012 10:37 AM
34	I don't think people who don't know me need to see pictures of myself or family. You never know what kind of creeps and sexual predators are out there using your or your children's photos for something inappropriate	Mar 22, 2012 9:38 AM
35	I don't have anyone blocked/limited on facebook anymore because I make sure my posts are appropriate for everyone I'm friends with	Mar 22, 2012 9:12 AM
36	Some people don't need to know.	Mar 22, 2012 8:43 AM
37	Privacy	Mar 22, 2012 8:37 AM
38	Privacy	Mar 22, 2012 7:13 AM
39	I share with all my friends and family	Mar 22, 2012 6:10 AM
40	Usually it depends on what the subject of the content contains.	Mar 22, 2012 5:03 AM
41	I share with all.	Mar 22, 2012 4:50 AM
42	These people are family or friends.	Mar 22, 2012 12:27 AM
43	I don't selectively share.	Mar 21, 2012 11:41 PM
44	To conceal pictures from people who might find them offensive.	Mar 21, 2012 10:11 PM

	Page 3, Q6. Why do you choose to share this content with some groups and not others?	
45	Because not everyone who you are friends with on facebook needs to know everything about you. There are people who do social networking for the pleasure of finding out gossip and spreading it.	Mar 21, 2012 9:39 PM
46	Relevance	Mar 21, 2012 9:15 PM
47	I like my privacy	Mar 21, 2012 9:14 PM
48	dont want to spam others with useless info	Mar 21, 2012 8:35 PM
49	na	Mar 21, 2012 8:34 PM
50	The reason I don't is because I do try to avoid engaging in hurtful or embarassing things in the first place, let alone putting them on Facebook. Not to paint with a wide brush or anything... Also by publicly sharing things that might esoteric, you have a chance at finding acquaintences who might be more similar than would seem.	Mar 21, 2012 8:22 PM
51	Relevance to respective groups is important - family updates don't require critical thinking or argument. Some posts are meant to generate critical conversation. Others are intended to inculcate nurture and intimate contact.	Mar 21, 2012 8:21 PM
52	Privacy	Mar 21, 2012 8:16 PM
53	n/a	Mar 21, 2012 8:09 PM
54	Because I don't care for specific people to see photos of me (not that they're bad, it's just none of their business) or know how I'm doing	Mar 21, 2012 8:04 PM
55	If information is only really useful to certain people, I don't feel the need to clutter everyone else's already cluttered feeds. It's more likely to be missed that way anyway.	Mar 21, 2012 7:57 PM
56	I feel that some personal information is not necessary for everyone to know and would still like to keep some information private.	Mar 21, 2012 7:53 PM
57	Not everyone needs to know everything about me.	Mar 21, 2012 7:50 PM
58	Friends only	Mar 21, 2012 7:49 PM
59	I do not want everyone with pictures and personal info from me.	Mar 21, 2012 7:43 PM
60	N/A	Mar 21, 2012 7:42 PM
61	Generally, I share them all with everyone - dependent on the network.	Mar 21, 2012 7:42 PM
62	Personal, Closer connection with some	Mar 21, 2012 7:41 PM
63	Bored or to make others mad that my life is so awesome.. its really not :(	Mar 21, 2012 7:30 PM
64	So my friends and family can see pictures and updates from vacations or events.	Mar 21, 2012 7:27 PM
65	Because I don't want creepers (people that I dont really know) have access to whats going on in my life.	Mar 21, 2012 7:22 PM

	Page 3, Q6. Why do you choose to share this content with some groups and not others?	
66	separation of personal and professional life	Mar 21, 2012 7:11 PM
67	Separating personal vs business relationships	Mar 21, 2012 6:51 PM
68	only friends care	Mar 21, 2012 6:47 PM
69	To allow family and friends to see what's happening, but not people who may not ness. Know me or my fam.	Mar 21, 2012 6:42 PM
70	more personal	Mar 21, 2012 6:37 PM
71	Not on my friend's list	Mar 21, 2012 6:00 PM
72	privacy	Mar 21, 2012 5:56 PM
73	Interest/relevance, "tagging" pictures they're in	Mar 21, 2012 5:48 PM
74	my FB account is private, i only have close friends and family, so everything i post my friends and family members can see	Mar 21, 2012 5:46 PM
75	Need to know basis	Mar 21, 2012 5:42 PM
76	Annoying family members do not need to read everything about me!	Mar 21, 2012 5:38 PM
77	I don't want certain groups to know what I'm doing	Mar 20, 2012 5:54 PM
78	Because I don't want my coworkers being able to see my personal photos.	Mar 20, 2012 5:46 PM
79	I don't want strangers to see my personal photos.	Mar 20, 2012 3:07 PM
80	Some things I know certain people don't care about, so why bother them with it. I wouldn't want to share that I'm at a political event with my boss/coworkers for fear they might share my political views and treat me differently or retaliate.	Mar 20, 2012 2:11 PM
81	Business	Mar 20, 2012 2:05 PM

Page 3, Q7. What type of content do you selectively share with ALL of your groups? If possible, provide an example:

1	General info about myself.	Mar 31, 2012 10:18 AM
2	Links to other sites	Mar 31, 2012 5:05 AM
3	See above answer	Mar 30, 2012 5:40 PM
4	News ie. political news	Mar 30, 2012 8:06 AM
5	Favorite quotations, music I like, e-mail address	Mar 29, 2012 2:52 PM
6	Not applicable	Mar 29, 2012 5:50 AM
7	statuses	Mar 28, 2012 4:11 PM
8	Something of relevance to that network (i.e. Looking for a new job due to layoff would go out to everyone I know). If I am passively looking (and my employer doesn't know), I would not share across all channels.	Mar 28, 2012 11:06 AM
9	Pictures that I upload, status updates, sharing news feeds.	Mar 28, 2012 9:34 AM
10	Very little - sometimes thoughts on current events.	Mar 28, 2012 7:47 AM
11	General Information	Mar 27, 2012 12:39 PM
12	Facys about me	Mar 26, 2012 2:32 PM
13	Photos of events, funny links, major happenings in my life	Mar 26, 2012 8:55 AM
14	None. The only content everyone can see, is my name and profile pictures.	Mar 25, 2012 8:30 AM
15	updates	Mar 25, 2012 2:02 AM
16	Education and work	Mar 24, 2012 8:03 PM
17	Pictures and statuses	Mar 24, 2012 5:28 AM
18	Oddly enough, contact information. I feel that if someone on one of my networks feels the need to get ahold of me via phone or email, that I should make that accessible.	Mar 24, 2012 12:57 AM
19	music, photos, updates on my life	Mar 23, 2012 11:40 PM
20	Anything posted on my profile	Mar 23, 2012 6:45 PM
21	Photos, news, commentary	Mar 23, 2012 9:11 AM
22	Favorite songs, favorite quotes, apps	Mar 22, 2012 8:38 PM
23	News-birthdays, births, events, etc.	Mar 22, 2012 8:27 PM
24	Personal information or personal opinions. I try not to say anything that people will dislike because it starts fights in the open everyone can see. I try to keep my posts simple	Mar 22, 2012 8:17 PM

Page 3, Q7. What type of content do you selectively share with ALL of your groups? If possible, provide an example:

25	If you arent on my friend's list you wont see much info at all.	Mar 22, 2012 7:21 PM
26	Nothing.	Mar 22, 2012 6:19 PM
27	Profile photo, Basic information	Mar 22, 2012 5:20 PM
28	Pictures, status updates.	Mar 22, 2012 5:14 PM
29	links to books, articles, or videos photos cryptic status updates designed to entertain and/or provoke thought	Mar 22, 2012 4:47 PM
30	YouTube videos, particularly music/music video	Mar 22, 2012 1:58 PM
31	Status updates, news	Mar 22, 2012 11:38 AM
32	Small detailed updates	Mar 22, 2012 10:37 AM
33	Everything is set to share with anyone I am friends with, regardless of the group they are in	Mar 22, 2012 9:38 AM
34	My posts because I monitor them. I have all my pictures blocked except my wedding pictures and pictures of my dogs. If you're not friends with me on facebook, you can't see anything of mine	Mar 22, 2012 9:12 AM
35	How to do something like asking people tips on teaching a child to read a bike	Mar 22, 2012 8:43 AM
36	Basic information, profile picture, data I have control over (not things I'm tagged in by others)	Mar 22, 2012 8:37 AM
37	photos and personal updates	Mar 22, 2012 7:13 AM
38	personal updates, photos	Mar 22, 2012 6:10 AM
39	Personal updates, news, photos, and youtube videos.	Mar 22, 2012 5:03 AM
40	pictures	Mar 22, 2012 4:50 AM
41	My info and some photos. Example being, basic info	Mar 22, 2012 12:27 AM
42	That I eat at Chipotle.	Mar 21, 2012 11:41 PM
43	Personal updates: Recent accomplishments(like graduation or acceptance into a grad school), birth announcements, exciting news.	Mar 21, 2012 10:11 PM
44	New pictures. Silly updates for people to comment on. Nothing too personal	Mar 21, 2012 9:39 PM
45	Work related events	Mar 21, 2012 9:15 PM
46	Non-personal content	Mar 21, 2012 9:14 PM
47	daily events, news	Mar 21, 2012 8:35 PM
48	fun/non-controversial things like local sports updates or silly personal updates	Mar 21, 2012 8:34 PM

Page 3, Q7. What type of content do you selectively share with ALL of your groups? If possible, provide an example:

49	Usually new articles, photos, and humorous things.	Mar 21, 2012 8:22 PM
50	I don't always distinguish between specific content for respective groups. I'll cross post content across all groups depending upon the quality or perceived universality or substantive integrity of content.	Mar 21, 2012 8:21 PM
51	Status updates	Mar 21, 2012 8:16 PM
52	Thoughts about the day	Mar 21, 2012 8:04 PM
53	Photos, especially travel photos.	Mar 21, 2012 7:57 PM
54	I believe that the information that everyone can see is the category on Facebook about books and movies and music that I enjoy.	Mar 21, 2012 7:53 PM
55	General topic updates. non-sensative info.	Mar 21, 2012 7:50 PM
56	I share all content with all friends	Mar 21, 2012 7:49 PM
57	Networking information	Mar 21, 2012 7:43 PM
58	I don't delete stories about writing on walls or attending events, so I guess those are automatically shared with all my friends.	Mar 21, 2012 7:42 PM
59	photos, personal updates, news/politics	Mar 21, 2012 7:42 PM
60	General	Mar 21, 2012 7:41 PM
61	I don't have groups, just whatever 100 friends I have.. so just status, some photos, and if I end up liking something on facebook	Mar 21, 2012 7:30 PM
62	Basic information such as name, school, website, relationship status.	Mar 21, 2012 7:27 PM
63	Just my main info...where I'm from, what my name is... nothing more though.	Mar 21, 2012 7:22 PM
64	minimal-name, profile pic, just the basics	Mar 21, 2012 7:11 PM
65	Photos of food	Mar 21, 2012 6:51 PM
66	links to articles that I may agree with	Mar 21, 2012 6:47 PM
67	Not much, a random thought or question now and again!	Mar 21, 2012 6:42 PM
68	news	Mar 21, 2012 6:37 PM
69	All	Mar 21, 2012 6:00 PM
70	photo, contact info	Mar 21, 2012 5:56 PM
71	News	Mar 21, 2012 5:48 PM
72	Everything	Mar 21, 2012 5:46 PM

Page 3, Q7. What type of content do you selectively share with ALL of your groups? If possible, provide an example:

73	What I'm doing (vacation)	Mar 21, 2012 5:42 PM
74	Hometown, school info.	Mar 21, 2012 5:38 PM
75	news	Mar 20, 2012 5:54 PM
76	Political	Mar 20, 2012 5:46 PM
77	General comments and status updates	Mar 20, 2012 3:07 PM
78	Books and movies I like. Maybe a major life event like getting married, having a child.	Mar 20, 2012 2:11 PM
79	resources, content	Mar 20, 2012 2:05 PM

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	Page 3, Q8. Why do you choose to share this content with all of your groups?	
1	Not important to protect it.	Mar 31, 2012 10:18 AM
2	It's public knowledge, interesting reads	Mar 31, 2012 5:05 AM
3	They are on my friend list for a reason. If I don't want to share something with someone they shouldn't be there.	Mar 30, 2012 5:40 PM
4	It is a reflection of my beliefs	Mar 30, 2012 8:06 AM
5	There's nothing very personal/private about quotes. Anyone who knows me can easily find my e-mail address if they try - I just make it easier.	Mar 29, 2012 2:52 PM
6	I don't post anything that I want to filter From certain groups	Mar 29, 2012 5:50 AM
7	Utilizing your network to find your next career move can be the easiest and most effective way to find a new career.	Mar 28, 2012 11:06 AM
8	Because it is items that I can screen before posting. Rather then being tagged in something and who knows how long it has been there.	Mar 28, 2012 9:34 AM
9	"broadcast" thoughts to anyone who might be interested.	Mar 28, 2012 7:47 AM
10	I only share general information to avoid stalkers and to avoid poor business choices that may be made by an outside source..	Mar 27, 2012 12:39 PM
11	ItS common knowledge about me	Mar 26, 2012 2:32 PM
12	Because sharing was originally with all people and I haven't started to share selectively	Mar 26, 2012 8:55 AM
13	don't care	Mar 25, 2012 2:02 AM
14	Because I don't care if everyone knows where I go to school, what I'm studying, or where I work.	Mar 24, 2012 8:03 PM
15	I don't put anything I wouldn't be comfortable with everyone seeing on social network sites	Mar 24, 2012 5:28 AM
16	For the reasons listed above. The sorts of people I have on these networks are people that I would not mind hearing from.	Mar 24, 2012 12:57 AM
17	it is just expressing who i am or what i am doing	Mar 23, 2012 11:40 PM
18	I don't care if they see or know it	Mar 23, 2012 6:45 PM
19	I am a candid person in real life and online. I don't post anything that would be shameful (ie nude photos).	Mar 23, 2012 9:11 AM
20	Because they could be considered "harmless"	Mar 22, 2012 8:38 PM
21	It is something that everyone can know about.	Mar 22, 2012 8:27 PM
22	Simple posts are safe posts. no one is being bothered by them. no room for controversy	Mar 22, 2012 8:17 PM

	Page 3, Q8. Why do you choose to share this content with all of your groups?	
23	Cuz there's nothing there!	Mar 22, 2012 6:19 PM
24	Because it's just general information that people on any of my lists should already know about me	Mar 22, 2012 5:20 PM
25	It is information I do not deem as incredibly personal or incriminating.	Mar 22, 2012 5:14 PM
26	I share this content to maintain relationships, convey information I find interesting, and/or entertain.	Mar 22, 2012 4:47 PM
27	I want as many people as possible to see the content I am sharing	Mar 22, 2012 1:58 PM
28	It's usually stuff that doesn't matter who sees it	Mar 22, 2012 11:38 AM
29	To see who will respond	Mar 22, 2012 10:37 AM
30	I don't post anything that is only relevant to one group	Mar 22, 2012 9:38 AM
31	Because I make sure it's appropriate	Mar 22, 2012 9:12 AM
32	To get input.	Mar 22, 2012 8:43 AM
33	It's stuff that I'm okay with the general public knowing about me	Mar 22, 2012 8:37 AM
34	because I trust them	Mar 22, 2012 7:13 AM
35	why not	Mar 22, 2012 6:10 AM
36	Again depending on the subject matter I will select everyone or a select group	Mar 22, 2012 5:03 AM
37	they are appropriate pictures that I am ok with being on the internet.	Mar 22, 2012 4:50 AM
38	I choose to because I have nothing to hide	Mar 22, 2012 12:27 AM
39	Because everyone loves Chipotle, and they need to know when I eat there.	Mar 21, 2012 11:41 PM
40	In this case, I only post items that would be considered acceptable by all of my friends.	Mar 21, 2012 10:11 PM
41	Because sometimes it is nice to let others know your life is happy, and there is nothing to gossip about.	Mar 21, 2012 9:39 PM
42	Interesting	Mar 21, 2012 9:15 PM
43	Its not important to my person or privacy	Mar 21, 2012 9:14 PM
44	everyone should know	Mar 21, 2012 8:35 PM
45	fun to see feedback/get comments	Mar 21, 2012 8:34 PM
46	By publicly sharing things that might esoteric, I have a chance at finding acquaintences who might be more similar to me than I know.	Mar 21, 2012 8:22 PM
47	Because it clarifies my values as values I hope to perpetuate.	Mar 21, 2012 8:21 PM

48	Not sure	Mar 21, 2012 8:16 PM
49	I don't really care if people see and I doubt that most people read my statuses anyway	Mar 21, 2012 8:04 PM
50	I don't add many photo updates, but they are all general photos that people in all of my groups would want to see, rather than anything selective.	Mar 21, 2012 7:57 PM
51	Because I feel that this information doesn't really harm my reputation with everyone knowing about it.	Mar 21, 2012 7:53 PM
52	Let people that are curious know, generally, what's going on.	Mar 21, 2012 7:50 PM
53	I will not post or write something that I do not find I would want to share with all friends. If I do not want all friends to know than I will call or text friends I do want to share content with on more of a personal level.	Mar 21, 2012 7:49 PM
54	To get my business info out there.	Mar 21, 2012 7:43 PM
55	I don't see any reason not to.	Mar 21, 2012 7:42 PM
56	I find no reason to restrict what I post. If they are my friend, they can see what I post. If I didn't trust them with the content, I wouldn't post it in the first place.	Mar 21, 2012 7:42 PM
57	Because I try to remain social in an electronic world.	Mar 21, 2012 7:30 PM
58	I don't care if it's private or not.	Mar 21, 2012 7:27 PM
59	because that is just basic information that everyone of my groups would already know.	Mar 21, 2012 7:22 PM
60	Non offensive, neutral topic... Everybody likes to eat good food :)	Mar 21, 2012 6:51 PM
61	education	Mar 21, 2012 6:47 PM
62	It normally isn't personal.	Mar 21, 2012 6:42 PM
63	general knowledge	Mar 21, 2012 6:37 PM
64	Share everything	Mar 21, 2012 6:00 PM
65	To stay in touch	Mar 21, 2012 5:56 PM
66	Share interesting current events	Mar 21, 2012 5:48 PM
67	I only have close family and friends on facebook	Mar 21, 2012 5:46 PM
68	It's fun to know	Mar 21, 2012 5:42 PM
69	Because its stuff they already know and is not personal	Mar 21, 2012 5:38 PM
70	It's not personal	Mar 20, 2012 5:54 PM
71	I feel strongly of these beliefs.	Mar 20, 2012 5:46 PM

72	It is not personal information.	Mar 20, 2012 3:07 PM
73	It's harmless info, sometimes helpful. Content that's very unlikely to invoke a negative response.	Mar 20, 2012 2:11 PM
74	Great for business	Mar 20, 2012 2:05 PM

	Page 3, Q10. If yes, why do you wish they had not shared it?	
1	Daily problems do not need to be posted online.	Mar 31, 2012 10:18 AM
2	Too personal, airing personal problems or beliefs	Mar 31, 2012 5:05 AM
3	(No - not that I know of!)	Mar 29, 2012 2:52 PM
4	Too Personal, not relevant, do not need to hear about what type of sandwich they ate for lunch, etc...	Mar 28, 2012 11:06 AM
5	Something are meant to be private. The drama does not need to be there. We are adults...	Mar 28, 2012 9:34 AM
6	embarrassing	Mar 28, 2012 7:47 AM
7	It was just content that I felt was private and didn't needed to be shown to people who do not know me.	Mar 25, 2012 8:30 AM
8	mundane, annoying, poor spelling/grammar	Mar 25, 2012 2:02 AM
9	Because I don't understand why they felt the need to share it on facebook since it's something more personal than I would ever put on the internet	Mar 24, 2012 8:03 PM
10	Revealing photos	Mar 24, 2012 5:28 AM
11	Not that I can recall, no.	Mar 24, 2012 12:57 AM
12	Some individuals make certain opinions known without remembering to look at it from others' perspectives first (we are human, however)	Mar 22, 2012 8:38 PM
13	Not interested or really don't care. Sometimes things should be kept personal.	Mar 22, 2012 8:27 PM
14	i hate when people write bad things about other people or post things about sex. I can't stand reading other peoples dirty fighting. and I dont like when people write about how drunk they got the night before. makes them sound stupid	Mar 22, 2012 8:17 PM
15	Some people share to much about their personal lives. Such as personal problems at home or within a small group of friends. Something dont belong on a social network.	Mar 22, 2012 7:21 PM
16	Because I dont think it looked appropriate from a professional standpoint	Mar 22, 2012 6:48 PM
17	Same reason as stated in #6 - I don't want my personal information being shared with certain people.	Mar 22, 2012 5:20 PM
18	n/a	Mar 22, 2012 5:14 PM
19	I felt the content was in poor taste.	Mar 22, 2012 4:47 PM
20	Personal information, potentially damaging (if incorrect) statements	Mar 22, 2012 1:58 PM
21	Photos of me that I didn't know were taken and then i was tagged in them	Mar 22, 2012 11:38 AM
22	Most of the time it's meaningless. I just don't care if they brushed their teeth in the subway or got thirty points on angry bird. It's worthless information.	Mar 22, 2012 10:37 AM

23	too much information sometimes!	Mar 22, 2012 9:12 AM
24	It was not something I needed to know	Mar 22, 2012 8:37 AM
25	Different views and opinions	Mar 22, 2012 5:03 AM
26	It was inappropriate and I deleted it from my view.	Mar 22, 2012 4:50 AM
27	Too much information. Too personal for the relationship.	Mar 21, 2012 11:45 PM
28	It was racist.	Mar 21, 2012 11:41 PM
29	They posted comments on my wall that I didn't want certain people to see	Mar 21, 2012 10:11 PM
30	It is too personal. I understand sharing certain things but you don't need the whole facebook world to know how much you love your boyfriend or hate your exboyfriend. Or what the doctors told you at your appointment today!	Mar 21, 2012 9:39 PM
31	Too personal	Mar 21, 2012 9:15 PM
32	I hate seeing stupid people doing stupid things	Mar 21, 2012 9:14 PM
33	I don't care who your kissed, life is life. When your engaged tell me about it!	Mar 21, 2012 8:44 PM
34	gross/tmi	Mar 21, 2012 8:34 PM
35	Some people do share photos that I find hurts my opinion of them. I'd really rather not know.	Mar 21, 2012 8:22 PM
36	Irrelevant or redundant.	Mar 21, 2012 8:21 PM
37	Drama	Mar 21, 2012 8:16 PM
38	There are some stories/articles that are shared that I just rather not know about or have to see and then when people keep commenting on these stories I have to see it again on my home page.	Mar 21, 2012 7:53 PM
39	When complaining about people that remained nameless on their posts, or write mysterious messages to gain attention .	Mar 21, 2012 7:49 PM
40	Yes and no.. In the past yes but now not really because I have to approve what is posted. Yea for privacy... oh wait Facebook doesn't care about your privacy :(	Mar 21, 2012 7:30 PM
41	It was stupid.	Mar 21, 2012 7:27 PM
42	Offensive... Forcing their religious or social beliefs on others	Mar 21, 2012 6:51 PM
43	disturbing content	Mar 21, 2012 6:37 PM
44	Not interested in having everyone having access to pictures of me	Mar 21, 2012 5:48 PM
45	People don't need to know our work plans	Mar 21, 2012 5:42 PM
46	It's overwhelming	Mar 20, 2012 5:54 PM

Page 3, Q10. If yes, why do you wish they had not shared it?

47	Pregnant Photos. 'Nuff said.	Mar 20, 2012 5:46 PM
48	Too many irrelevant updates.	Mar 20, 2012 3:07 PM
49	Made me feel uncomfortable, showed me a side of the person that I was happier not knowing and is something that I'll never be able to not think about when thinking about that person.	Mar 20, 2012 2:11 PM
50	inappropriate, just plain stupid stuff.	Mar 20, 2012 2:05 PM

Page 5, Q13. Who are you connected to on Google+? Select all that apply:

1	authors, business figures	Mar 22, 2012 4:50 PM
2	I have google plus but have not tried to use it.	Mar 22, 2012 10:38 AM
3	I'm not sure. I go there so rarely, I don't even know if the above number is accurate.	Mar 21, 2012 8:24 PM
4	My school	Mar 21, 2012 7:46 PM

1	I have never posted	Mar 29, 2012 5:51 AM
2	don't use google +	Mar 27, 2012 12:40 PM
3	Never posted	Mar 26, 2012 8:55 AM
4	dont post	Mar 25, 2012 10:36 PM
5	I do not post on Google+.	Mar 25, 2012 4:47 PM
6	I have an account, but do not post on it.	Mar 24, 2012 12:57 AM
7	?	Mar 22, 2012 10:38 AM
8	na	Mar 21, 2012 8:35 PM
9	If I'm reading something on a website that has a g+ icon, i'll use it. I almost never visit google+ site.	Mar 21, 2012 8:24 PM
10	n/a	Mar 21, 2012 8:05 PM
11	N/A	Mar 21, 2012 7:46 PM
12	none	Mar 21, 2012 7:43 PM
13	Music or video clips	Mar 21, 2012 6:53 PM
14	none	Mar 21, 2012 6:47 PM
15	Social Justice topics	Mar 21, 2012 5:49 PM
16	I don't post	Mar 21, 2012 5:39 PM

Page 5, Q16. What information do you include in your posts? Select all that apply:

1	I have never posted	Mar 29, 2012 5:51 AM
2	don't use google +	Mar 27, 2012 12:40 PM
3	Never posted	Mar 26, 2012 8:55 AM
4	dont post	Mar 25, 2012 10:36 PM
5	I do not post.	Mar 25, 2012 4:47 PM
6	I have an account, but do not post on it.	Mar 24, 2012 12:57 AM
7	?	Mar 22, 2012 10:38 AM
8	na	Mar 21, 2012 8:35 PM
9	Anything that has a google+ icon. Google represents a utter failure in user experience. Only a developer could love.	Mar 21, 2012 8:24 PM
10	n/a	Mar 21, 2012 8:05 PM
11	N/A	Mar 21, 2012 7:46 PM
12	none	Mar 21, 2012 7:43 PM
13	Just status updates, nothing too personal.	Mar 21, 2012 7:43 PM
14	none	Mar 21, 2012 6:47 PM
15	I don't post	Mar 21, 2012 5:39 PM

Page 8, Q26. Who are you connected to on Facebook? Select all that apply:

1	Entertainment promoters	Mar 31, 2012 5:07 AM
2	Military wives	Mar 22, 2012 7:22 PM
3	TV shows ei The Office	Mar 22, 2012 5:13 AM
4	Customers and fans of my work	Mar 21, 2012 9:16 PM

Page 8, Q28. What topics do you post about on Facebook? Select all that apply:

1	nothing	Mar 22, 2012 6:20 PM
2	Comment on photos	Mar 22, 2012 4:51 AM
3	When I eat at Chipotle	Mar 21, 2012 11:48 PM
4	I don't post comments	Mar 21, 2012 7:51 PM
5	I reply to other people who write on my wall or comment on photos.	Mar 21, 2012 7:46 PM
6	Telling everyone when I'm doing something no one in their right mind should care that I'm doing	Mar 21, 2012 7:32 PM
7	Quotes	Mar 21, 2012 6:56 PM
8	n/a	Mar 20, 2012 2:09 PM

Page 8, Q29. What information do you include in your posts? Select all that apply:

1	none	Mar 25, 2012 2:03 AM
2	nothing	Mar 22, 2012 6:20 PM
3	How I am doing. Not much more than that.	Mar 22, 2012 4:51 AM
4	Which Chipotle I eat at.	Mar 21, 2012 11:48 PM
5	Current events that I find very intersting, but probably didn't make the news otherwise.	Mar 21, 2012 8:24 PM
6	I don't post comments	Mar 21, 2012 7:51 PM
7	n/a	Mar 20, 2012 2:09 PM

Page 11, Q40. Who are you connected to on Twitter? Select all that apply:

1	Nobody - I just have it for Pinterest! :o)	Mar 29, 2012 3:02 PM
2	One family member, I rarely use my twitter acct	Mar 22, 2012 8:49 PM
3	authors, business figures	Mar 22, 2012 5:02 PM
4	Sports	Mar 22, 2012 5:20 AM

Page 11, Q42. What topics do you tweet about? Select all that apply:

1	I don't tweet.	Mar 29, 2012 3:02 PM
2	I don't really tweet.	Mar 24, 2012 1:01 AM
3	n/a	Mar 22, 2012 8:49 PM
4	na	Mar 21, 2012 8:40 PM
5	Runkeeper - running stats	Mar 21, 2012 7:01 PM
6	I don't tweet	Mar 21, 2012 6:23 PM

Page 11, Q43. What information do you include in your tweets? Select all that apply:

1	I don't tweet.	Mar 29, 2012 3:02 PM
2	I don't really tweet.	Mar 24, 2012 1:01 AM
3	n/a	Mar 22, 2012 8:49 PM
4	Personal Opinions	Mar 22, 2012 5:20 AM
5	na	Mar 21, 2012 8:40 PM
6	I'm more critical, and consider or take more care in composing my tweets on twitter.	Mar 21, 2012 8:31 PM
7	Running Stats	Mar 21, 2012 7:01 PM
8	I don't tweet	Mar 21, 2012 6:23 PM
9	Personal Thoughts	Mar 20, 2012 6:10 PM

	Page 13, Q50. Do you share the same information across Google+ and Facebook?	
1	Only use Facebook.	Mar 30, 2012 8:11 AM
2	Don't use google+ much	Mar 29, 2012 5:56 AM
3	general distrust of Facebook	Mar 28, 2012 8:36 AM
4	I don't use Google+, yet.	Mar 26, 2012 9:04 AM
5	I don't really use my Google+ account, so all shared information goes through Facebook.	Mar 24, 2012 1:02 AM
6	i never use google+	Mar 23, 2012 11:46 PM
7	i use google+ for uptight family who i dont want seeing my facebook page. somethings are ok for friends to read and know but not for judgemental family members	Mar 22, 2012 8:27 PM
8	Some information I don't want shared with certain people	Mar 22, 2012 5:22 AM
9	Just don't use google+ that much.	Mar 21, 2012 11:56 PM
10	I don't even know who is reading Google+. Is it still there? I haven't been to the site, or used my google= app in over a month.	Mar 21, 2012 8:36 PM
11	Hardly use google +. Only have an account because that's who my school uses for e-mail (gmail).	Mar 21, 2012 7:50 PM
12	I never filled in my profile for Google+, so I'm not sharing anything.	Mar 21, 2012 7:49 PM
13	Less friends on Google+	Mar 21, 2012 7:02 PM
14	don't use google+	Mar 21, 2012 6:51 PM
15	I don't really use google plus	Mar 21, 2012 6:24 PM
16	It's easier to target posts in Google+ and everybody I want to see posts are on Google+	Mar 20, 2012 6:11 PM
17	Facebook is the retard of social networking.	Mar 20, 2012 6:00 PM
18	None of my friends use Google+	Mar 20, 2012 3:11 PM
19	Different Groups	Mar 20, 2012 2:18 PM
20	I'm just trying to move away from Facebook, so I concentrate on using just Google+	Mar 20, 2012 2:18 PM

Page 13, Q51. Think about the last time you specified who could view your update. Which interface did you prefer?

1	Neither. I don't specify.	Mar 26, 2012 9:04 AM
2	I've just been using Facebook longer, have more friends using it and it's easier	Mar 24, 2012 5:36 AM
3	Though I don't use the account hardly at all, the Circles interface seems pretty intuitive and simple to set up. I've organized people into Circles... and that's about the extent of my account use.	Mar 24, 2012 1:02 AM
4	dont use lists or circles	Mar 23, 2012 11:46 PM
5	i just like fb much more than any social website. its so easy and fun	Mar 22, 2012 8:27 PM
6	I find the FB interface more difficult to use.	Mar 22, 2012 5:07 PM
7	It's easier to use the circles on Google+	Mar 22, 2012 11:44 AM
8	It's the only google user experience that i've enjoyed. But I don't enjoy reading posts on google. I don't know what groups I'm writing to... organizing is great - but the actual use - is confusing. I won't use it for anything but optimizing SEO	Mar 21, 2012 8:36 PM
9	Google+ naturally arranges in circles, which makes it much easier to specify who sees it. In Facebook, it feels more like a post is for everyone, or one specific person, not groups.	Mar 21, 2012 8:02 PM
10	I don't remember ever doing this...you should include N/A as an option.	Mar 21, 2012 7:49 PM
11	More filters	Mar 21, 2012 7:02 PM
12	it's all I know	Mar 21, 2012 6:51 PM
13	Because I do not post updates on google plus	Mar 21, 2012 6:24 PM
14	Just choose a circle and done	Mar 21, 2012 5:53 PM
15	Simpler	Mar 20, 2012 6:11 PM
16	Facebook Friend lists are useless.	Mar 20, 2012 6:00 PM
17	Easier to navigate to and work with.	Mar 20, 2012 3:11 PM
18	Just seems easier	Mar 20, 2012 2:18 PM

Page 14, Q53. In what year were you born?			
1	1985		Mar 31, 2012 10:21 AM
2	1984		Mar 31, 2012 5:09 AM
3	1979		Mar 30, 2012 5:45 PM
4	1984		Mar 30, 2012 8:12 AM
5	1980		Mar 29, 2012 3:03 PM
6	1985		Mar 29, 2012 5:57 AM
7	1985		Mar 28, 2012 11:10 AM
8	1984		Mar 28, 2012 9:40 AM
9	1981		Mar 28, 2012 8:36 AM
10	1969		Mar 26, 2012 6:43 PM
11	1983		Mar 26, 2012 2:36 PM
12	1985		Mar 26, 2012 9:04 AM
13	1986		Mar 25, 2012 4:52 PM
14	1985		Mar 25, 2012 1:22 PM
15	1985		Mar 25, 2012 8:35 AM
16	1985		Mar 25, 2012 2:05 AM
17	1985		Mar 24, 2012 8:13 PM
18	1983		Mar 24, 2012 10:06 AM
19	1989		Mar 24, 2012 5:37 AM
20	1985		Mar 24, 2012 1:03 AM
21	1986		Mar 23, 2012 11:47 PM
22	1989		Mar 23, 2012 6:48 PM
23	1987		Mar 23, 2012 9:15 AM
24	1989		Mar 22, 2012 8:50 PM
25	1985		Mar 22, 2012 8:29 PM
26	1984		Mar 22, 2012 8:28 PM
27	1986		Mar 22, 2012 7:25 PM

Page 14, Q53. In what year were you born?			
28	1987		Mar 22, 2012 6:53 PM
29	1983		Mar 22, 2012 6:22 PM
30	1983		Mar 22, 2012 5:25 PM
31	1986		Mar 22, 2012 5:17 PM
32	1986		Mar 22, 2012 2:01 PM
33	1985		Mar 22, 2012 11:44 AM
34	1986		Mar 22, 2012 10:45 AM
35	1984		Mar 22, 2012 9:54 AM
36	1986		Mar 22, 2012 9:15 AM
37	1984		Mar 22, 2012 8:54 AM
38	1986		Mar 22, 2012 8:40 AM
39	1985		Mar 22, 2012 7:16 AM
40	1982		Mar 22, 2012 6:14 AM
41	1982		Mar 22, 2012 5:22 AM
42	1984		Mar 22, 2012 4:54 AM
43	1988		Mar 22, 2012 12:33 AM
44	1973		Mar 21, 2012 11:57 PM
45	1989		Mar 21, 2012 10:16 PM
46	1986		Mar 21, 2012 9:44 PM
47	1972		Mar 21, 2012 9:30 PM
48	1977		Mar 21, 2012 9:19 PM
49	1986		Mar 21, 2012 8:55 PM
50	1985		Mar 21, 2012 8:41 PM
51	1985		Mar 21, 2012 8:38 PM
52	1964		Mar 21, 2012 8:37 PM
53	1984		Mar 21, 2012 8:26 PM
54	1981		Mar 21, 2012 8:20 PM

Page 14, Q53. In what year were you born?

55	1988	Mar 21, 2012 8:14 PM
56	1986	Mar 21, 2012 8:13 PM
57	1988	Mar 21, 2012 8:02 PM
58	1977	Mar 21, 2012 7:58 PM
59	1983	Mar 21, 2012 7:57 PM
60	1974	Mar 21, 2012 7:57 PM
61	1986	Mar 21, 2012 7:51 PM
62	1988	Mar 21, 2012 7:51 PM
63	1987	Mar 21, 2012 7:50 PM
64	1984	Mar 21, 2012 7:35 PM
65	1987	Mar 21, 2012 7:31 PM
66	1985	Mar 21, 2012 7:28 PM
67	1985	Mar 21, 2012 7:16 PM
68	1974	Mar 21, 2012 7:03 PM
69	1987	Mar 21, 2012 6:40 PM
70	1987	Mar 21, 2012 6:25 PM
71	1979	Mar 21, 2012 6:08 PM
72	1986	Mar 21, 2012 5:54 PM
73	1986	Mar 21, 2012 5:50 PM
74	1986	Mar 21, 2012 5:46 PM
75	1984	Mar 20, 2012 6:12 PM
76	1988	Mar 20, 2012 6:01 PM
77	1984	Mar 20, 2012 3:11 PM
78	1974	Mar 20, 2012 2:19 PM

Page 14, Q56. Are you White, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race?

1	Hispanic	Mar 22, 2012 6:14 AM

Page 14, Q56. Are you White, Black or African-American, American Indian or Alaskan Native, Asian, Native Hawaiian or other Pacific islander, or some other race?

2	Why should it matter?	Mar 21, 2012 8:55 PM