**Guide for Semi-structured Interviews**

**Social media accounts**

Do you currently have a Facebook account you actively use?

What other social media platforms do you use?

Do you use your Facebook account to login to other services on the Internet? Why or why not?

**If participant does not have a Facebook account**

Did you ever have a Facebook account?

If Yes, why did you choose to get rid of the Facebook account?

If No, why did you choose not to create a Facebook account?

If No, is there anything that would prompt you to create a Facebook account in future?

If No, what do you believe you are gaining or missing by not having a Facebook account?

**If participant has a Facebook Account**

What prompted you to create a Facebook account?

How long have you had a Facebook account?

Why do you use Facebook?

What aspects of using Facebook do you like?

What aspects of using Facebook do you dislike?

Which features of Facebook do you typically use (i.e., chat, groups, events, etc.)? Why?

How often do you post on Facebook?

What do you post?

How has your posting on Facebook changed over time?

If reduced or increased, was the change abrupt or gradual? Why?

If reduced or increased, how is it related to changes in Facebook?

If reduced or increased, how is it related to changes in your own life and views?

In what ways is Facebook satisfying to use?

In what ways is Facebook dissatisfying to use?

In what ways is Facebook useful or productive?

In what ways is Facebook not useful or unproductive?

What role does Facebook play in your life?

**Facebook Behavior**

What do you think people think of you based on your Facebook profile?

How do you decide what you post on Facebook?

How do you manage how Facebook makes you look to others?

How do you decide what to include or leave out in your posts?

Have you ever posted anything that you later edited or deleted?

If yes, why did you edit or delete it?

Have you ever regretted a post after you made it? If yes, why? What did you do about the regret?

In what ways are you a producer of information on Facebook?

In what ways are you a consumer of information on Facebook?

Which of the two modes (producer and consumer) is your predominant or preferred way of using Facebook? Why?

**Facebook Privacy**

In what ways is your use of Facebook “public”?

In what ways is your use of Facebook “private” or restricted?

What are your privacy settings on Facebook? (public, friends only, only me, others)

Why did you choose these settings?

When do you change your privacy settings? How often?

Do you restrict yourself from being seen on Facebook? If yes, in what way?

Have you ever unfriended or blocked your friends on Facebook? If yes, why?

What do you believe Facebook uses your data for?

What do you think about Facebook’s policies regarding the use of your Facebook data?

What do you feel about sharing data and information on Facebook?

**Abandoning Facebook/Returning to Facebook**

Do you ever feel like leaving Facebook entirely (deleting your account)? If yes, why? If no, what about curtailing or restricting your Facebook use? If yes, why and in what ways?

If you delete/deactivate your Facebook account, which other systems would you switch to? Why?

Do you know anyone who has deactivated their Facebook account or stopped or reduced use of Facebook? If yes, why did they do so?

Have you ever deactivated your Facebook account? If yes, why? Did you reactivated it later? If yes, why?

**Demographic Questions**

Where did you grow up?

What do you do?

If you study, what is your major?

Is there anything else regarding your Facebook usage that you would like to share with us?