**Big Research Question:**

Why aren’t people sharing, liking, posting on Linkedin?

**Community**

1. How would you define a community?
2. Do you belong to any communities? If so, which?
3. What role do these communities play in your life?
4. Where do you get more information about the communities that you belong to?

**Professional development/communities**

1. How do you grow as a professional?
2. Where do you look for inspiration when it comes to your career?
3. Do you feel like you are a part of a professional community?
4. What role does this community play in your professional life?
5. What level of involvement do you have in this community?

**Social Media**

1. What are your thoughts on social media?
2. Do you use any social media? If so, which?
3. Why do you use the types of social media that you use?
4. Could you summarize how you access your social media (e.g. phone), how often, and where do you use it (context)?
5. What are your thoughts on content on social media?
6. Do you share content on social media?
7. ***If they share,***could you tell me about the last time you shared on social media?
8. If they share, are there any other ways that you share on social media?
9. Do you consume content on social media?
10. ***If they consume,***how do you consume content?
11. Do you react to content posted on social media? If so, how do you react?

**Linkedin Specific**

1. Do you use Linkedin?
2. How do you access LinkedIn?
3. How would you describe LinkedIn? **(want to capture if they see it as a community)**
   1. If you could use 5 words to describe LinkedIn, what would they be?
4. What motivated you to sign up for LinkedIn?
5. How often do you use it?
6. Can you tell me about the last time you used Linkedin? What did you use it for?
7. What other activities do you use LinkedIn for?
8. What role, if any, does LinkedIn play in your career?
9. Do you ever post content on LinkedIn?
10. ***If yes*,**
    1. Can you tell me about the last time you posted to LinkedIn?
    2. What motivates you to post to LinkedIn?
    3. Does posting on LinkedIn differ from how you post on other social media?
11. ***If no,***
    1. Have you ever thought about posting to LinkedIn
    2. ***If yes*,** why didn’t you post on this particular occasion? **(trying to get at potential fear)**
    3. ***If no*,** why don’t you post content on LinkedIn? **(try to follow-up as much as possible here to get to the root of the issue)**
       1. **If apprehensive**, what about posting creates apprehension?
       2. **If just not interested**, is there anything that would motivate you to post on LinkedIn?
       3. **Other reasons, try to follow-up...**
12. Do you read other people’s posts on LinkedIn?
13. If so, what kind of content do you read?
    1. What are your thoughts on the content that you’re reading?

**Fear (Not sure about this...this is assuming that what they are feeling is fear. If they say they are afraid to post, then ask these:)**

1. What does risk/fear mean to you? **(in any context)**
2. Tell me about the last time you had to evaluate risk and how you did it?
3. Do you feel any fear or apprehension in regard to social media?
4. If so, can you tell me about the last time you felt fear or apprehension about social media?
5. What situations are more likely to make you apprehensive in regard to social media?

Notes:

Other research ideas: social media research ( within last 2 years), risk perception,