

USAGE HABITS
1. Do you use the Facebook chat function? 2. (If yes to 1) Who are the people you talk to most frequently using the Facebook chat? (If no to 1) Do you use any other chat applications? 3. How many hours do you use Facebook per day? 4. When you check Facebook, what is the average length of time you spend per session? 5. Is Facebook your primary source of social media? (If yes, why? If no, what other social media you use more often? Why is it superior?)
PRIVACY
6. If someone shared a photo of you in an embarrassing, incriminating, or shameful situation, how would you react? (Do you think Facebook has a responsibility to prevent it from happening? Should they be allowed to remove the photo on your behalf?) 7. If someone tagged you in a post which contained topics you are not comfortable sharing on Facebook (e.g., your political view, sexual preference,), how would you react? (Do you think Facebook has a responsibility to prevent it from happening?) 8. How would you feel knowing that someone (e.g. your SO) accessed your profile and searched it? 9. Imagine Facebook begins using profile information to generate ad content. Would you be okay with this? (why?) 10. In relation to Facebook, what is private information?
PROCEDURE
11. Can you explain me how to add a new friend on Facebook? 12. Can you explain me how to find Facebook pages that match your interest? 13. Can you explain to me how to block a person on Facebook?
RELATIONSHIP
14. Are you connected on Facebook with members of your family? (If so, do you interact with them using Facebook? If not, why?) 15. Have you ever had a family member (even of your extended family) delete you from his/her friend list? (If so why?) 16. Have you ever wanted to delete or deleted a family member (even of the extended family) from your set of friends? (If so why?) 17. Have you ever used Facebook to begin a long-distance relationship with someone you could not realistically meet? (If so, tell us about it.) 18. Have you ever considered ending a friendship/relationship over their Facebook behavior? (What did they do to make you consider this?)
USAGE HABITS
19. Do you use Facebook using the mobile app or your PC? 20. Do you post regularly on the dashboard? 21. Do you click on posts that link to other websites?
PROCEDURE
22. Can you explain to me how to set the privacy settings? 23. Can you explain to me how to change the password?
MONEY
24. Would you agree to pay a subscription to use Facebook? If yes, how much would you consider a reasonable amount to pay? (If not, why?) 25. If the application for PC available from your browser was free, but the mobile app was not. Would you pay for it? 26. Suppose that the free access to Facebook was limited in time, information you can access or which version of the app you can use. Which of these functionalities would have to be excluded from the free version for you to be interested in the subscription? Why that Specific one? 27. If Facebook would pay you in exchange for you performing tasks or taking surveys, would you be interested in them? (If yes, for how much? If the tasks could be considered unethical, would you still do it?) 28. Suppose Facebook will become a subscription service starting from tomorrow and you decide not to pay. What should Facebook do with your profile and data?
INFORMATION
29. When you read something that you find interesting, do you share it?(What motivates you to share it? Are you likely to share something without reading it?) 30. Is the information on Facebook more or less reliable than other sources? (For what reason?) 31. What is inappropriate information for Facebook? (Is there any information that should never reach Facebook? Should Facebook be used as a news source?)
PROCEDURE
32. Can you explain to me how create a post and tag someone into it? 33. Can you explain to me how to find friends that have no mutual friends?
ETHICS
34. FB censures some photos and posts if their content is signaled as inappropriate. Do you think this is correct? Where should the line be drawn between censure and freedom? 35. Recently FB has censored pictures of women breastfeeding even if the breast was not visible? Why do you think they do this? Should they be allowed to? 36. Recently FB workers admitted to routinely suppressing conservative content, do you feel they did anything wrong? (Why or why not?) 37. Should FB play a role in limiting/removing hate speech from the site? Is it ethical if they do? 38. Terrorist groups are known to have very active social media presences. Suppose Facebook began submitting information from all profiles to the government for help in tracking these groups. Would you be okay with this? Why?

TABLE I: List of questions asked during the Interview Phase