**Checklist:**

-2 copies of consent form

-Pen

-Posts/survey answers for each post

-Audio recording set up

-Money ($20 + payment for nightly surveys)

-Payment signature form

**Introduce self**

Hello. My name is [INSERT NAME] and this is [INTRODUCE OTHER PERSON]. Today we’ll be conducting the final interview for the Facebook study you have been participating in.

**Introduce interview**

First, let’s quickly go over how today’s portion of the study is going to work. For the last week you have been reporting on Facebook posts that you thought about sharing but decided not to post and filling out nightly surveys. Today we are going to ask you some questions about those posts and your answers to those nightly surveys. I expect this interview to last approximately one hour.

If you agree to participate in this interview we’ll ask you some additional questions about the posts you described, your survey questions, and some general questions about your social network site usage and demographics. As you answer the questions, we will make an audio recording of the interview. Only the researchers will have access to the recording, and we will only use it for this study. If we use part of your recording, or any of the posts you reported, as part of a paper or presentation, your name will not be associated with the material in any way.

Although I do not expect this to occur, if you become uncomfortable at any point during today’s session, please let me know so that we can stop the interview or move on to a different question. Do you have any questions at this time?

**Give consent form**

I have this consent form here. If you sign it, it means that you give me permission to use your recording in my research, and it tells you whom to contact if you want to report any objections. I’ll give you two copies – one is for you to keep, and the other is for you to sign and return to me. [POINT OUT THE TWO PLACES THE SUBJECT NEEDS TO SIGN]

**Disclaimer**

Before we get started, I’d like you to remember that during this interview we will ask you questions that may relate to other people. When answering these questions, please only identify other people by first name or nickname. Please do not tell us other people's full names, Facebook names, email addresses, phone numbers, or addresses.

**Interview about posts**

First, do you use Facebook Groups or Google+ grouping [ONLY ASK RELEVANT QUESTIONS IF DO]?

Thank you. At this point, I’d like to discuss the various content that you reported thinking about sharing but decided not to post on Facebook [PULL UP CONTENT AND SURVEY ANSWERS ON COMPUTER].

We’re going to go through each piece of content and your survey answers, and I’m going to ask you some more detailed questions about the content. Do you have any questions so far?

[FOR EACH PIECE OF CONTENT]

Now, we’re going to discuss the piece of content you sent us on [PULL IN DATE]. You said you thought about sharing [PULL IN CONTENT].

1. Describe this potential post in more detail.
2. Why did you think you might want to share this content?
   1. POTENTIAL PROBES:
      1. [IF APPLICABLE ASK ABOUT SCENARIO, e.g. where, what thinking about]
      2. Was there a time lapse between thinking about sharing and deciding not to share?
      3. Do you typically share content on this topic?
      4. Do you typically post content on this topic?
3. Can you describe in greater detail why you decided not to post this content on Facebook? [IF NECESSARY]
   1. POTENTIAL PROBES:
      1. [IF APPLICABLE ASK ABOUT SCENARIO, e.g. where, what thinking about]
      2. Was there something in particular about this piece of content that made you decide not to post it on Facebook?
4. You indicated that you wanted to share this content with [PULL IN PEOPLE]. Could you explain in more detail why you felt that [PULL IN PEOPLE] were the appropriate audience for this content?
   1. POTENTIAL PROBES:
      1. [IF ONE PERSON OR SMALL GROUP OF PEOPLE] What is your relationship with this person/people?
      2. Do you currently share any content only with this group of people? What type of content?
      3. Are there any types of content you would prefer this group of people not see? What types?
      4. [ONLY IF USE] Do you currently group these people on Facebook? On Google+?
      5. Was there something in particular about this content that you thought these people would be interested in?
      6. Is there anything these people have in common? [BESIDES WHATEVER GROUPED BY]
5. You indicated that you would not want to share this content with [PULL IN PEOPLE]. Could you explain in more detail why you didn’t think [PULL IN PEOPLE] were the appropriate audience for this content?
   1. POTENTIAL PROBES:
      1. [IF ONE PERSON OR SMALL GROUP OF PEOPLE] What is your relationship with this person/people?
      2. Do you currently share any content only with this group of people? What type of content?
      3. Are there any types of content you would prefer this group of people not see? What types?
      4. [ONLY IF USED] Do you currently group these people on Facebook? On Google+?
      5. Was there something in particular about this content that you would prefer these people not see?
      6. Is there anything these people have in common? [BESIDES WHATEVER GROUPED BY]
6. Imagine that you could have shared this content only with [PULL IN PEOPLE that wanted to share with]. On a scale from 1-5 where 1 is very unlikely and 5 is very likely, how unlikely or likely do you think you would have been to post the content on Facebook [SHOW SCALE]?
   1. Why/why not?
7. Now, imagine that you could prevent [PULL IN PEOPLE that didn’t want to see]. Again on a scale from 1-5 where 1 is very unlikely and 5 is very likely how unlikely or likely do you think you would have been to post the content on Facebook [SHOW SCALE]?
   1. Why/why not?

**General questions**

Thank you. Now I’d like to ask you some more general questions about your social network usage.

1. What do you think are the primary reasons you decide not to post specific content to Facebook and other social networking sites?
2. What are the primary reasons you do post content to Facebook and other social networking sites?
3. What social networking sites do you use?
4. How do you protect your privacy on social networks?
   1. POTENTIAL PROBES:
      1. Do you use the privacy settings?
5. Do you find Facebook “friend” groupings and/or Google+ circles useful?
   1. POTENTIAL PROBES:
      1. How do you use them?
      2. How have you heard about your friends using them?
6. Do you think you changed your Facebook usage habits while participating in this study?
   1. POTENTIAL PROBES:
      1. How?
      2. Why?
      3. How much?
      4. Do you think you’ll continue to behave that way after the study?
7. Have you posted anything on a social network recently that you would have preferred to share with a smaller group of people?
   1. POTENTIAL PROBES:
      1. What was it?
      2. Why didn’t you share it with a smaller group of people?
      3. Why would you want to share it with a smaller group of people?
8. We’re still trying to improve this study. Can you provide us with any feedback about texting in your potential posts or the nightly surveys?

**Payment**

Thank you – those are all the questions we have. Thank you for participating. Here is your payment. Please sign here [PAY AND GET SIGNATURE FOR PAYMENT]

**1:** Very unlikely

**2:** Unlikely

**3:** Neutral

**4:** Likely

**5:** Very likely