**Post-study Interview (semi-structured):**

*For each piece of shared content:*

1. Describe this post in more detail.
2. Why did you think you would want to post this content to Facebook?
3. Why didn’t you post it?
4. Of the Facebook friends you identified that you would want to share this content with, could you explain in more detail why you felt that only these people were the appropriate audience for your content?
5. Of the Facebook friends you identified that you would not want to share this content with, could you explain why you felt that that these people were not the appropriate audience for your content?
6. If these people were not your Facebook friends and would have no way of seeing the content you posted, do you think you would have posted this content?

*General questions:*

1. What do you think are the primary reasons you don’t post specific content to Facebook and other social networking sites?
2. Do you find Facebook “friend” groupings and Google+ circles useful? Do you use them?
3. Do you think by participating in this study, you have changed your content sharing habits? If so, why?
4. If you had the power to speak to the Facebook team responsible for privacy controls, what would you ask them to change?