

Facebook Limiting and Leaving Study: Web Survey

Q40. You are invited to take part in a study about people leaving Facebook or limiting their use of it. We are asking you to participate in our study because you volunteered and fit our description of a valid participant for this study. Please read this form carefully and ask any questions you may have before agreeing to take part in the study.

What this study is about: The purpose of this study is to help understand practices of those who choose not to use Facebook and how those choices impact other users.

What we ask you to do: If you agree to participate in our study, you will be asked a series of questions about your use and/or non-use of Facebook. These questions should take no more than 10-20 minutes to complete.

Risks and benefits: We see no risks associated with this study other than those encountered in day-to-day life. The only possible benefit is the potential for feeling a sense of pride in contributing to research.

Taking part is voluntary: This study is voluntary. You may stop at any time if you feel it's necessary. When completing the survey, you may skip any questions you don't feel comfortable completing. If you decide not to participate in this study, it will not affect your current or future relationship with Cornell University.

Your answers will be confidential: Any and all information you provide may be used in future studies or research. However, there will be no way to identify you personally through the data we collect, and any personal information will be kept separate from the data set in a locked file only the researchers will have access to. Excerpts of the answers you provide may be posted to a public Internet site, but they will be posted anonymously and any identifying details will be removed; if your story is such that it cannot be anonymized, it will not be included on the site.

If you have any questions: The primary researcher conducting this study is Eric P. S. Baumer. If you have questions, you may contact Eric at ericpsb@cornell.edu. Please feel free to ask any questions you have any point in the future. If you have any questions or concerns about your rights as a research subject, you may contact the Cornell Institutional Review Board (IRB) at 607-255-5138, or you may access their website at <http://www.irb.cornell.edu>. You may also report your concerns or complaints anonymously through Ethicspoint at www.hotline.cornell.edu or by calling toll free at 1-866-293-3077. Ethicspoint is an independent organization that serves as a liaison between the University and the person bringing the complaint so that anonymity can be ensured.

Statement of Consent: By clicking through to the next page, I am indicating that I have read the above information. I consent to take part in the study.

Q5. How often do you communicate with friends and family, in the following ways?

	Never heard of it (1)	Never use it (2)	Less than weekly (3)	Once a week (4)	Twice a week (5)	More than twice a week (6)
In person (1)						
Text Messages (SMS) (2)						
Email (3)						
Phone (voice) (4)						
Instant Message (5)						
Video (e.g. Skype, Facetime) (6)						
Path (7)						
Twitter (8)						
LinkedIn (9)						
Tumblr (10)						
Foursquare (11)						
Diaspora (12)						
YouTube (13)						
Facebook (14)						

Q39. Other media?

Q7. Do you currently have a Facebook account? (answer "yes" if you have an active account, or have deactivated / suspended your account. Answer "no" if you have permanently deleted your account, or have never had Facebook)

1. Yes (I have an active account or an account that has been deactivated) (1)
2. No (I have permanently deleted my account, or have never had a Facebook account) (2)

If "No (I have permanently deleted my account, or have never had a Facebook account)" Is Selected for Q7, Then Skip To Q12

Q8. When did you first sign up for Facebook?

Q9. How do you access Facebook? Please check all that apply.

1. Web browser (1)
2. Mobile phone Facebook app (2)
3. Facebook chat client (3)
4. Through other apps and services (4)

Q10. Over the past month, how often have you used the following Facebook features?

	Not at all (1)	A couple times per month (2)	A couple times per week (3)	Once a day (4)	More than once a day (5)
Posting a status update (1)					
Posting on someone else's wall or timeline (2)					
Uploading or sharing photos (3)					
Tagging people in photos (4)					
'Liking' content posted by someone else (5)					
Commenting on content posted by someone else (6)					
Following others' activities without commenting or liking (7)					
Facebook chat / instant messaging (8)					
Facebook messages (9)					
Events (10)					
Groups (11)					
Apps and games (12)					

Q11. How many Facebook friends do you have (make your best guess)?

If "Yes (I have an active account or an account that has been deactivated)" Is Selected for Q7, Then Skip To Q14

Q12. Have you ever had a Facebook account?

- 3. Yes (1)
- 4. No (2)

If "Yes" Is Selected for Q12, Then Skip To Q14

Q13. Why have you never had a Facebook account?

Q29. Please describe a time that you questioned your choice not to have a Facebook account or felt pressured to sign up for an account.

If "No" Is Selected for Q12, Then Skip To Q25

Q14. Why did / do you have a Facebook account?

Q38. What feature in Facebook do you find most valuable and why?

Q21. Have you ever intentionally set your Facebook password to something you didn't know (changed or had a friend change to limit your Facebook access)?

5. Yes (1)

6. No (2)

If "No" Is Selected for Q21, Then Skip To Q15

Q22. Why have you intentionally set your Facebook password to something you didn't know?

Q15. Have you ever deactivated your Facebook account? (Deactivation means your account disappears from Facebook, but your information is saved and can be reactivated later).

7. Yes (1)

8. No (2)

If "No" Is Selected for Q15, Then Skip To Q17

Q16. How happy were you with your decision to deactivate your Facebook account?

- 9. Very unhappy (1)
- 10. Somewhat unhappy (2)
- 11. Ambivalent (3)
- 12. Somewhat happy (4)
- 13. Very happy (5)

If "Yes" Is Selected for Q15, Then Skip To Q18

Q17. Have you ever considered deactivating your Facebook account?

- 14. 1 (No, I would never consider it) (1)
- 15. 2 (2)
- 16. 3 (3)
- 17. 4 (4)
- 18. 5 (Yes, I think about it all the time) (5)

Q18. Have you ever permanently deleted your Facebook account? (Permanent deletion removes your account with no way of recovering the account).

- 19. Yes (1)
- 20. No (2)

If "No" Is Selected for Q18, Then Skip To Q20

Q19. How happy were you with your decision to permanently delete your Facebook account?

- 21. Very unhappy (1)
- 22. Somewhat unhappy (2)
- 23. Ambivalent (3)
- 24. Somewhat happy (4)
- 25. Very happy (5)

If "Yes" Is Selected for Q18, Then Skip To Q23

Q20. Have you ever considered permanently deleting your Facebook account?

- 26. 1 (No, I would never consider it) (1)
- 27. 2 (2)
- 28. 3 (3)
- 29. 4 (4)
- 30. 5 (Yes, I think about it all the time) (5)

Q23. Do you know someone who has deactivated her/his Facebook account?

- 31. Yes (1)
- 32. No (2)

Q24. Do you know someone who has permanently deleted her/his Facebook account?

- 33. Yes (1)
- 34. No (2)

Display Q26 Only If “Yes” Is Selected for Q18

Q26. Please describe the time that you deleted your Facebook account, how you decided to do it, and what happened afterward.

Display Q27 Only If “Yes” Is Selected for Q15 –AND– “No” Is Selected for Q18

Q27. Please describe the time that you deactivated your Facebook account, how you decided to do it, and what happened afterward.

Display Q28 Only If “No” Is Selected for Q18 –AND– “No” Is Selected for Q15

–OR–

If “3”, “4”, or “5” Is Selected for Q17

–OR–

If “3”, “4”, or “5” Is Selected for Q20

Q28. Please describe a time that made you consider deactivating or deleting your account and why you eventually chose not to.

Q25. Please tell a story about when you or someone you know either left Facebook or systematically limited their Facebook use.

Q31. What is your age?

Q32. What is your gender?

Q33. What is your occupation?

Q36. What country do you live in?