

Viewing the Viewers: Publishers' Desires and Viewers' Privacy Concerns in Social Networks

Roberto Hoyle, Srijita Das, Apu Kapadia, Adam Lee, and Kami Vaniea In the 20th ACM Conference on Computer-Supported Cooperative Work and Social Computing, 2017.

Survey materials:

The survey instruments below are the two survey questionnaires used for the papers listed above. We carried out two surveys. The first survey was from viewer perspective and was conducted from May 6-7, 2015. The second survey was from Publisher perspective and was conducted from June 29-July3, 2015. For both the surveys, the entire question set including the attention check questions are included as supplementary materials. In the supplementary materials, SURVEY QUESTIONS: VIEWER CONDITION is the viewer survey and SURVEY QUESTIONS:PUBLISHER CONDITION is the publisher survey.

SURVEY QUESTIONS: VIEWER CONDITION

In the below survey, () means that participants can choose one single option and [] means that participants can choose multiple options. Participants taking part in this survey are not allowed to proceed further if they answer option 1 for Q9 and Q10 in the *Demographics* section.

Demographics

Q1: What is your Mechanical Turk ID?

Q2: Please select your age.

- 18–22
- 23–29
- 30–39
- 40–49
- 50–59
- 60+

Q3: Please select your gender.

- Male
- Female
- Would prefer not to answer
- Other _____

Q4: Please select the highest level of education that you have achieved.

- No High School
- High School
- Some College
- Undergraduate degree
- Master's degree
- Professional (MD, JD/PhD)

Q5: In which country do you live? (A dropdown of a list of countries was provided for this question.)

Q6: How long have you lived in the country selected above?

- Less than 1 year
- 1–2 years
- 2–3 years
- 3–5 years
- More than 5 years

Q7: What is your primary race or ethnic background?

- Hispanic or Latino
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

Q8: How many people, including yourself, live in your household?

- 1
- 2
- 3–4
- 5+

Q9: How long have you been using Facebook Chat/Messenger?

- I do not use Facebook
- Less than one month
- 1–2 months
- 2–6 months
- more than 6 months

Q10: How long have you been using LinkedIn?

- I do not use LinkedIn
- Less than one month
- 1–2 months
- 2–6 months
- more than 6 months

LinkedIn Questions

Q11: What is the value of $(2+2)$?

- 3
- 9
- 2
- 4

Q12: How often do you visit the profiles of people who are already in your LinkedIn contact list?

- Never
- Less than 1 profile a month
- 1–5 profiles a month
- 6–15 profiles a month
- 16–31 profiles a month
- More than one profile per day

Q13: Think about the last time you visited a LinkedIn connection’s profile. Please describe in a few words your reason for viewing that particular profile.

Q14: How often do you visit the profiles of people who are not your connections on LinkedIn including people who have asked to connect with you, but you have not yet accepted their request?

- Never
- Less than 1 profile a month
- 1–5 profiles a month
- 6–15 profiles a month
- 16–31 profiles a month
- More than one profile per day

Q15: Think about the last time you visited the profile of someone who was not your connection on LinkedIn. Please describe in a few words your reason for viewing that particular profile.

Q16: Consider Alice, who has a LinkedIn profile. If someone visited Alice's profile page, could Alice see the name of the person who visited her page?

- Alice can always tell who has visited her profile.
- Alice can never tell who has visited her profile.
- Alice can sometimes tell who has visited her profile depending on Alice’s and the viewer’s settings.

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Q17: In LinkedIn you can control whether someone else can see that you visited their profile. Please look at your “**What others see when you’ve viewed their profile**” setting on LinkedIn by doing the following:

- Login to your current LinkedIn Account.

- Mouse over your profile image in the upper right hand corner.
- Select “**Privacy and Settings**” option.
- Under Privacy Controls, click on “**Select what others see when youve viewed their profile.**”

Which of the following options is currently set in your LinkedIn account?

- Your name and headline.
- Anonymous profile characteristics such as industry and title.
- You will be totally anonymous.

Q18: Did you make any changes to your LinkedIn privacy settings when you viewed them just now?

- I made no changes.
- I changed to “Your name and headline”.
- I changed to “Anonymous profile characteristics such as industry and title”.
- I changed to “You will be totally anonymous”.

Q19 to Q26 appears only if respondent chooses option 1 or 3 as their answer to Q16.

Q19: Have you ever **avoided viewing** someone’s profile on LinkedIn because they would have seen your name in the “Whos viewed my profile” section of their LinkedIn account?

- Yes
- No

Q20: What is the value of $4 + 4$?

- 8
- 10
- 12
- 1

Q21: Why have you avoided viewing other peoples’ profiles in the past? Select all that apply. (*Appears only if respondent said “Yes” to Q19*)

- I wanted to pretend I never received a connection request.
- I did not want LinkedIn to email the other person about my profile visit.
- I did not want to lead the person into believing there is a personal relationship that does not exist.
- I did not want to lead the person into believing there is a professional relationship that does not exist.
- I did not want to reveal a professional interest in the other person (e.g: potential employer, switching jobs).
- I did not want to reveal a romantic interest in the other person.
- I want the other person to know I am ignoring them.
- I haven’t responded to a correspondence from this person and dont want to let them know I have logged into LinkedIn.
- I don’t want people to know I am checking LinkedIn at that time of day, or day of week.
- Interacting with this person might reveal something about me I do not want to disclose.

I did not want this person showing up on my news feed.

Other _____

Q22: Why might you avoid viewing other peoples profiles on LinkedIn? Select all that apply. (*Appears only if respondent said “No” to Q19*)

To pretend I never received a connection request.

To not have LinkedIn email the other person about my profile visit.

To not lead the person into believing there is a personal relationship that does not exist.

To not lead the person into believing there is a professional relationship that does not exist.

To not reveal a professional interest in the other person.(e.g: potential employer, switching jobs etc)

To not reveal a romantic interest in the other person.

To let the other person to know I am ignoring them.

To not respond to a correspondence from this person by not letting them know I have logged into LinkedIn.

To not let people to know I check LinkedIn at that time of day, or day of week.

To not reveal something about me I do not want to disclose.

To not have this person show up on my news feed.

Other _____

Q23: Have you ever **deliberately viewed** somebody’s profile on LinkedIn to cause your name to be listed in the “Who’s Viewed My Profile” section of their profile?

Yes

No

Q24: Why have you **deliberately viewed** somebody’s profile on LinkedIn to cause your name to appear in their “Who’s Viewed My Profile” listing? Select all that apply. (*Appears only if respondent said “Yes” to Q23*)

To show that I received a connection request.

To have LinkedIn email the other person about my visit.

To establish a personal relationship with the other person.

To establish a professional relationship with the other person.

To reveal a professional interest in the other person. (e.g: potential employer, switching jobs etc)

To reveal a romantic interest in the other person

To show the other person that I am following what they do.

To let someone know that I have logged on to LinkedIn.

To show someone that I can check LinkedIn at that time of day, day, or week.

To reveal an aspect of myself that I want to promote.

To have this person show up on my news feed.

Other _____

Q25: Have you ever **regretted** your action after deliberately viewing someone’s profile on LinkedIn?

Yes

No

Q26: Why have you **regretted** viewing the profile? Select all that apply. (*Appears only if respondent said “Yes” to Q25*)

- I wanted to pretend I never received a connection request.
- I did not want LinkedIn to email the other person about my profile visit.
- I did not want to lead the person into believing there is a personal relationship that does not exist.
- I did not want to lead the person into believing there is a professional relationship that does not exist.
- I did not want to reveal a professional interest in the other person.(e.g: potential employer, switching jobs, etc)
- I did not want to reveal a romantic interest in the other person.
- I want the other person to know I am ignoring them.
- I haven't responded to a correspondence from this person and dont want to let them know I have logged into LinkedIn.
- I don't want people to know I am checking LinkedIn at that time of day, or day of week.
- Interacting with this person might reveal something about me I do not want to disclose.
- I did not want this person showing up on my news feed.
- I forgot that my identity would be visible to the other person.
- I accidentally clicked on the profile.
- Other _____

Q27 to Q31 appears only if respondent chooses option 2 as their answer to Q16.

Q27: What is the value of 2+ 3?

- 1
- 10
- 5
- 9

Q28: Have you ever viewed someones profile on LinkedIn and were glad that you accessed it **anonymously**?

- Yes
- No

Q29: Why were you glad to view somebody's profile **anonymously**? Select all that apply. (*Appears only if respondent said “Yes” to Q28*)

- I wanted to pretend I never received a connection request.
- I did not want LinkedIn to email the other person about my profile visit.
- I did not want to lead the person into believing there is a personal relationship that does not exist.
- I did not want to lead the person into believing there is a professional relationship that does not exist.
- I did not want to reveal a professional interest in the other person. (e.g: potential employer, switching jobs etc)
- I did not want to reveal a romantic interest in the other person.

- I want the other person to know I am ignoring them.
- I haven't responded to a correspondence from this person and don't want to let them know I have logged into LinkedIn.
- I don't want people to know I am checking LinkedIn at that time of day, or day of week.
- Interacting with this person might reveal something about me I do not want to disclose.
- I did not want this person showing up on my news feed.
- Other _____

Q30: Have you ever viewed someone's profile **anonymously** on LinkedIn and wished that the other person had known you had visited their profile?

- Yes
- No

Q31: Why did you view somebody's profile on LinkedIn **anonymously** and wished that the other person had known that you have visited their profile. Select all that apply. (*Appears only if respondent said "Yes" to Q30*)

- To show that I received a connection request.
- To have LinkedIn email the other person about my visit.
- To establish a personal relationship with the other person.
- To establish a professional relationship with the other person.
- To reveal a professional interest in the other person. (e.g: potential employer, switching jobs etc)
- To reveal a romantic interest in the other person.
- To show the other person that I am following what they do.
- To let someone know that I have logged on to LinkedIn.
- To show someone that I can check LinkedIn at that time of day, day, or week.
- To reveal an aspect of myself that I want to promote.
- To have this person show up on my news feed.
- Other _____

Facebook Questions

Q32: What is the value of $(3+3)$?

- 6
- 8
- 10
- 2

Q33: How often do you chat with people on Facebook using Facebook Chat/Messenger?

- Never
- Less than once a month
- 1–5 times a month
- 6–15 times a month

- 16–31 times a month
- More than once per day

Q34: Consider Alice, who uses the Facebook chat/Messenger feature. If Alice sent a chat message to someone else, could Alice see whether the other person has read the message?

- Alice can always tell when someone views her chat message.
- Alice can never tell when someone views her chat message.
- Alice can sometimes tell when someone views her chat message, depending on a combination of her and her message recipient’s settings.

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Q35 to Q41 appears only if respondent chooses option 1 or 3 as their answer to Q34.

Q35: Facebook Chat/Messenger has a feature where the person sending a message can see whether the recipient(s) have viewed a message. This status is indicated by the “**seen**” tag as shown in the image below. Has there ever been an instance in which you **deliberately did not view** a message sent to you because of the “who has read my message” feature?

- Yes
- No

Q36: Please answer “Comfortable” to this question.

Q37: Why did you **deliberately not view** a message sent to you because of the “who has read my message” Facebook feature. (*Appears only if respondent said “Yes” to Q35*)

- I wanted to pretend I never saw the message.
- I wanted the other person to know I am ignoring them.
- I hadn’t responded to a correspondence from this person and didn’t want to let them know I had logged into Facebook.
- I didn’t want people to know I am checking Facebook messages at that time of day, or day of week.
- I was too busy with other work and had no time to view the message.
- Other _____

Q38: Have you ever **deliberately viewed** somebody’s message on Facebook Chat/Messenger because of the “who has read my message” Facebook feature?

- Yes
- No

Q39: Why did you **deliberately view** somebody’s message on Facebook Chat/Messenger because of the “who has read my message” Facebook feature? (*Appears only if respondent said “Yes” to Q38*)

- To show the other person that I saw his/her message.
- To show the other person that I am not ignoring them.
- To let someone know that I have logged into Facebook.
- To show someone that I can check Facebook at that time of day or day of week.

- To show someone that I am not busy with other work and have time to respond.
- To respond to something that the other person wants to know urgently (e.g: messages from family members about something really important).
- Other _____

Q40: Have you ever **regretted** your action after deliberately viewing somebody's message on Facebook Chat/Messenger because of the other person knowing that you had viewed his/her messages?

- Yes
- No

Q41: Why did you **regret** your action after deliberately viewing somebody's message on Facebook Chat/Messenger? *(Appears only if respondent said "Yes" to Q40)*

- I wanted to pretend I never saw the message.
- I wanted the other person to know I am ignoring them.
- I haven't responded to a correspondence from this person and don't want to let them know I have logged into Facebook.
- I don't want people to know I am checking Facebook at that time of day, or day of week.
- I was busy with other work and wanted to show the other person that I have no time to respond.
- I forgot that the other person would be able to see whether I viewed their message.
- I accidentally saw the message but did not actually intend to see the message.
- Other _____

Scenario Questions

Q42: How **important** is it for you to be able to view the following types of content without the poster of the content being able to see that you viewed it?

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Status Messages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People's current location (through location-monitoring systems such as Apple Find My Friends, Google Latitude, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recent purchases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What songs someone is listening to	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q43: Please elaborate on the selections that you made above for the different categories.

Please answer the following questions for each of the following scenarios.

Q44: Scenario 1:

Imagine you were on a dating website and visited the profile of someone you were interested in dating. That person in turn is able to see some information regarding who viewed their profile.

How willing would you be to disclose some information related to your identity in order to view a potential dating partner's profile on a dating website?

Very willing Willing Neither willing nor unwilling Unwilling Very unwilling

Q45: How comfortable would you be if your potential dating partner could view the following types of information related to your identity on a list of people who have viewed their profile?

	Very comfortable	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Very uncomfortable
Full name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with the viewer (Friends, Family, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please answer comfortable to this question	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q46: Please elaborate on the selections that you made above.

Q47: Scenario 2:

Imagine you were a member of a fitness related social website and visited your friend's profile containing fitness details (number of steps walked per day, number of calories burnt, etc.). Your friend in turn is able to see some information regarding who viewed their fitness details.

How willing would you be to disclose some information related to your identity in order to view a friend's fitness details? Rate on a scale from very willing to extremely unwilling.

Very willing Willing Neither willing nor unwilling Unwilling Very unwilling

Q48: How comfortable would you be if your friend could view the following types of information related to your identity on a list of people who have viewed their profile? Please rate each of the categories on a scale from very comfortable to very uncomfortable.

	Very comfortable	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Very uncomfortable
Full name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with the viewer (Friends, Family, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q49: Please elaborate on the selections that you made above.

Q50: Scenario 3:

Imagine you were on a social networking website like Facebook or LinkedIn and viewed a friend's posts on his/her profile. Your friend in turn is able to see some information regarding who viewed their posts.

How willing would you be to disclose some information related to your identity in order to view a friend's posts?

Very willing Willing Neither willing nor unwilling Unwilling Very unwilling

Q51: How comfortable would you be if your friend could view the following types of information related to your identity on a list of people who have viewed their profile?

	Very comfortable	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Very uncomfortable
Full name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with the viewer (Friends, Family, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q52: Please elaborate on the selections that you made above.

Q53: Scenario 4:

Imagine you were on a photo sharing website like Instagram and visited your friend's profile containing photos. Your friend in turn is able to see some information regarding who viewed their photos.

How willing would you be to disclose some information related to your identity in order to view a friend's photo?

Very willing Willing Neither willing nor unwilling Unwilling Very unwilling

Q54: How comfortable would you be if your friend could view the following types of information related to your identity on a list of people who have viewed their profile?

	Very comfortable	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Very uncomfortable
Full name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with the viewer (Friends, Family, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please answer Uncomfort- able to this question	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q55: Please elaborate on the selections that you made above.

Q56: Scenario 5:

Imagine you were using a location monitoring system like Apple’s Find My Friends or Google Latitude and checked a friend’s current location through such a system. Your friend in turn is able to see some information regarding who viewed their location.

How willing would you be to disclose some information related to your identity in order to view a friend’s location?

Very willing Willing Neither willing nor unwilling Unwilling Very unwilling

Q57: How comfortable would you be if your friend could view the following types of information related to your identity on a list of people who have viewed their profile?

	Very comfortable	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Very uncomfortable
Full name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with the viewer (Friends, Family, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q58: Please elaborate on the selections that you made above.

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Q59: Imagine a system that automatically notifies the other person that you have visited their profile. In such a system, how comfortable would you be in visiting a person’s profile under the following scenarios?

	Very comfortable	Comfortable	Neither comfortable nor uncomfortable	Uncomfortable	Very uncomfortable
You are visiting the profile of a friend/contact that you have occasionally viewed in the past.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You are visiting the profile of a friend/contact that you have frequently viewed in the past.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You are visiting the profile of someone who is not a friend/contact.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You are visiting the profile of someone who is not a friend/contact that has sent you a friend/contact request.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q60: Please elaborate on the selections that you made above.

[Page Break]

Q61: Thank you for taking our survey, please let us know if you have any additional comments (optional).

SURVEY QUESTIONS: PUBLISHER CONDITION

In the below survey, () means that participants can choose one single option and [] means that participants can choose multiple options. Participants taking part in this survey are not allowed to proceed further if they answer option 1 for Q5 Q9 or Q10 in the *Demographics* section.

Demographics

Q1: What is your Mechanical Turk ID?

Q2: Please select your age.

- 18–22
- 23–29
- 30–39
- 40–49
- 50–59
- 60+

Q3: Please select your gender.

- Male
- Female
- Would prefer not to answer
- Other _____

Q4: Please select the highest level of education that you have achieved.

- No High School
- High School
- Some College
- Undergraduate degree
- Master's degree
- Professional (MD, JD/PhD)

Q5: How long have you lived in United States? (A dropdown of a list of countries was provided for this question.)

- I do not live in United States
- Less than 1 year
- 1–2 years
- 2–3 years
- 3–5 years
- More than 5 years

Q6: How long have you lived in the country selected above?

- Less than 1 year

- 1–2 years
- 2–3 years
- 3–5 years
- More than 5 years

Q7: What is your primary race or ethnic background?

- Hispanic or Latino
- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

Q8: How many people, including yourself, live in your household?

- 1
- 2
- 3–4
- 5+

Q9: How long have you been using Facebook Chat/Messenger?

- I do not use Facebook
- Less than one month
- 1–2 months
- 2–6 months
- more than 6 months

Q10: How long have you been using LinkedIn?

- I do not use LinkedIn
- Less than one month
- 1–2 months
- 2–6 months
- more than 6 months

LinkedIn Questions

Q11: How often do you visit the profiles of people on LinkedIn?

- Never
- Less than 1 profile a month
- 1–5 profiles a month
- 6–15 profiles a month

- 16–31 profiles a month
- More than one profile per day

Q12: How often do you view information about who has viewed your profile on LinkedIn (e.g., reading LinkedIn emails about this information or by visiting the ‘Who’s viewed your profile’ page of your LinkedIn account)?

- Never
- Less than once a month
- 1–5 times a month
- 6–15 times a month
- 16–31 times a month
- More than once per day

Q13: Think about the last time you saw who viewed your profile on LinkedIn (e.g., through LinkedIn email or by visiting the ‘Who’s viewed your profile’ page of your LinkedIn account). Please describe in a few words why you looked at this information.

Q14: Consider Alice, who has a LinkedIn profile. If someone visited Alice's profile page, could Alice see the name of the person who visited her page?

- Alice can always tell who has visited her profile.
- Alice can never tell who has visited her profile.
- Alice can sometimes tell who has visited her profile depending on Alice’s and the viewer’s settings.

[Page Break]

Q15: In LinkedIn you can control whether someone else can see that you visited their profile. Please look at your **“What others see when you’ve viewed their profile”** setting on LinkedIn by doing the following:

- Login to your current LinkedIn Account.
- Mouse over your profile image in the upper right hand corner.
- Select **“Privacy and Settings”** option.
- Under Privacy Controls, click on **“Select what others see when youve viewed their profile.”**

Which of the following options is currently set in your LinkedIn account?

- Your name and headline.
- Anonymous profile characteristics such as industry and title.
- You will be totally anonymous.

Q16: Did you make any changes to your LinkedIn privacy settings when you viewed them just now?

- I made no changes.
- I changed to “Your name and headline”.
- I changed to “Anonymous profile characteristics such as industry and title”.
- I changed to “You will be totally anonymous”.

Q17 to Q19 appears only if respondent chooses option 1 or 3 as their answer to Q14.

Q17: In what ways have you made use of the information about 'Who's viewed your profile' page of your LinkedIn account? Select all that apply.

- I visited a viewer's profile.
- I sent a viewer a connection request.
- I directly communicated with a viewer (e.g., email, private LinkedIn message, etc.)
- I removed a viewer from my list of connections.
- I blocked or reported a viewer.
- I changed my privacy settings.
- I researched a viewer online (e.g., web search, looked them up on Facebook, etc.)
- I shared the profile of a viewer with somebody else.
- I saved the profile of a viewer (e.g., saved to PDF).
- I recommended or endorsed a viewer.
- I asked someone else about this person.
- Other _____
- I have never made use of such information.

Q18: Have you ever **regretted** making use of information about '**Who's viewed your profile**' page of your LinkedIn account?

- Yes
- No

Q19: Why have you **regretted** making use of information about '**Who's viewed your profile**' page of your LinkedIn account? (*Appears only if respondent said "Yes" to Q18*)

Q20: In what ways might you make use of the information about 'Who's viewed your profile' page of your LinkedIn account? Select all that apply.

- I might visit a viewer's profile.
- I might send a viewer a connection request.
- I might directly communicate with a viewer (e.g., email, private LinkedIn message, etc.).
- I might remove a viewer from my list of connections.
- I might block or report a viewer.
- I might change my privacy settings.
- I might research a viewer online (e.g., web search, look them up on Facebook, etc.).
- I might share the profile of a viewer with somebody else.
- I might save the profile of a viewer (e.g., saved to PDF).
- I might recommend or endorse a viewer.
- I might ask someone else about this person.
- Other _____
- I never made use of such information

Facebook Questions

Q21: How often do you chat with people on Facebook using Facebook Chat/Messenger?

- Never
- Less than once a month
- 1–5 times a month
- 6–15 times a month
- 16–31 times a month
- More than once per day

Q22: Consider Alice, who uses the Facebook chat/Messenger feature. If Alice sent a chat message to someone else, could Alice see whether the other person has read the message?

- Alice can always tell when someone views her chat message.
- Alice can never tell when someone views her chat message.
- Alice can sometimes tell when someone views her chat message, depending on a combination of her and her message recipient's settings.

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Q23 to Q27 appears only if respondent chooses option 1 or 3 as their answer to Q22.

Q23: Facebook Chat/Messenger has a feature where the person sending a message can see whether the recipient(s) have viewed a message. This status is indicated by the “**seen**” tag as shown in the image below. How have you used the information about ‘Who has read my message’ feature on Facebook Chat/Messenger? Select all that apply.

- I used it to see who has received my message even if they haven't responded
- I used it as a way to see if the other chat members are paying attention to the conversation
- Other _____

Q24: Have you ever **regretted** making use of the information about ‘Who has read my message’ feature on Facebook Chat/Messenger?

- Yes
- No

Q25: Why have you **regretted** making use of information about ‘Who has read my message’ feature on Facebook Chat/Messenger? (*Appears only if respondent said “Yes” to Q24*)

Q26: Think of a time when you were uncomfortable that somebody **did read** your message but **did not reply** right away. Briefly describe the situation and how you felt about not receiving the reply right away?

Q27: Think of a time when you were uncomfortable that somebody **did not read** your message right away. Briefly describe the situation and how you felt about the person not reading your message right away.

Scenario Questions

Thank you for answering questions about Facebook Chat/Messenger. The following questions are about what you would like to know about your visitors on social networks in general.

For example, consider the diagram below and think about what information you would like to see in there.

Q28: How important is it for you to know **who has viewed** the following types of content that you have posted on a social networking website?

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Your status messages	()	()	()	()	()
Your fitness data	()	()	()	()	()
Your photos	()	()	()	()	()
Your current location (through location-monitoring systems such as Apple Find My Friends, Google Latitude, etc.)	()	()	()	()	()
Your videos	()	()	()	()	()
Your recent purchases	()	()	()	()	()
What songs you are listening to	()	()	()	()	()

Q29: Please explain why you think it is important or not important to know who has viewed the types of content above.

For the following scenarios, imagine that you are looking at a **‘Who’s viewed my profile’** listing.

Q30: Scenario 1:

Imagine you were a member of a social networking website (similar to Facebook or LinkedIn) and your **friends (or connections)** could view your profile. You in turn are able to see some **information about the person who viewed** your profile.

How **useful** would it be for you to see the following types of information about a **friend** on a **“Who’s viewed my profile”** interface?

	Very useful	Useful	Neither useful nor useless	Useless	Very useless
Full name	()	()	()	()	()
Location	()	()	()	()	()
Profession	()	()	()	()	()
Relationship with the poster (Friends, Family, etc)	()	()	()	()	()
Please answer “Useless” to this question	()	()	()	()	()
First name	()	()	()	()	()
Age group	()	()	()	()	()
Gender	()	()	()	()	()
Relationship status (single, married, etc)	()	()	()	()	()

Q31: Please explain why you find these types information about visitors useful or not useful. ?

Q32: Do you agree that a **friend** visiting your social networking profile should **be required to share** the following types of information on your **“Who’s viewed my profile”** interface?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Full name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with the poster (Friends, Family, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship status (single, married, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please answer "Strongly agree" to this question	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q33: Please explain why you agree or disagree that viewers of your profile should be required to provide these types of information.

Q34: Scenario 2:

Imagine you were a member of a dating website and someone interested in dating you visited your profile. You in turn are able to see some **information about the person who visited** your dating profile.

How **useful** would it be for you to see the following types of information about a **potential dating partner** on a **"Who's viewed my profile"** interface?

	Very useful	Useful	Neither useful nor useless	Useless	Very useless
Full name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with the poster (Friends, Family, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please answer "Useful" to this question	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship status (single, married, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q35: Please explain why you find these types information about visitors useful or not useful. ?

Q36: Do you agree that a **potential dating partner** visiting your profile should **be required to share** the following types of information on your **"Who's viewed my profile"** interface?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Full name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship with the poster (Friends, Family, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
First name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please answer "Disagree" to this question	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relationship status (single, married, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q37: Please explain why you agree or disagree that viewers of your profile should be required to provide these types of information.

[Page Break]

Q38: Thank you for taking our survey, please let us know if you have any additional comments (optional).