Version 1:

How would you rate your familiarity with social media on the web?

	View and contribute often	View often and contribute occasionally	View often but don't contribute	View and contribute occasionally	View occasionally but don't contribute	No familiarity
Bookmark or tag website (Digg or Del.icio.us)	☐	☐	☐	☐	☐	☐
Podcasts or audio on the web	☐	☐	☐	☐	☐	☐
Online social networks (FaceBook, MySpace)	☐	☐	☐	☐	☐	☐
Virtual worlds (Second Life)	☐	☐	☐	☐	☐	☐
Comments, ratings, or reviews (Epinions)	☐	☐	☐	☐	☐	☐
Blogs or wikis	☐	☐	☐	☐	☐	☐
Vodcasts or videos on the web (YouTube)	☐	☐	☐	☐	☐	☐
Personalized web pages (MyYahoo!, iGoogle)	☐	☐	☐	☐	☐	☐
RSS feeds/Listservs	☐	☐	☐	☐	☐	☐
Microblog (Twitter)	☐	☐	☐	☐	☐	☐
Other (please specify)	☐	☐	☐	☐	☐	☐

How would you most like to interact with this site? (Please select all that apply)

☐ Bookmark or tag pages
☐ In social networks
☐ In virtual worlds
☐ By adding comments, ratings, or reviews
☐ Reading blogs
☐ Contributing to wikis
☐ Receiving newsletters/email updates
☐ Subscribing to RSS feeds
☐ Listening to Podcasts or audio
☐ Watching Vodcasts or video
☐ Adding a widget or gadget to my personalized page
☐ Following a microblog
☐ Other (please specify)

Version 2:

How would you rate your familiarity with the following?

	View and contribute often	View often and contribute occasionally	View often but don't contribute	View and contribute occasionally	View occasionally but don't contribute	No familiarity
FaceBook	☐	☐	☐	☐	☐	☐
Twitter	☐	☐	☐	☐	☐	☐
Flickr	☐	☐	☐	☐	☐	☐
MySpace	☐	☐	☐	☐	☐	☐
YouTube	☐	☐	☐	☐	☐	☐
Del.icio.us	☐	☐	☐	☐	☐	☐
Other (please specify)	☐	☐	☐	☐	☐	☐

How would you most like to interact with this site? (Please select all that apply)
- ☐ Bookmark or tag pages
- ☐ In social networks
- ☐ In virtual worlds
- ☐ By adding comments, ratings, or reviews
- ☐ Reading blogs
- ☐ Contributing to wikis
- ☐ Receiving newsletters/email updates
- ☐ Subscribing to RSS feeds
- ☐ Listening to Podcasts or audio
- ☐ Watching Vodcasts or video
- ☐ Adding a widget or gadget to my personalized page
- ☐ Following a microblog
- ☐ Other (please specify)