

**Exit Survey**

**1. Prior to this study, how often do you visit Facebook?**

Never

Weekly

Daily

**2. Prior to this study, have you ever used Facebook Connect to log into a website?**

Never

Weekly

Daily

**3. If yes, which websites have you used Facebook Connect to log into?**

**4. Prior to this study, how often did you visit cnn.com?**

Never

Weekly

Daily

**5. During this study, did you use Facebook Connect to log into cnn.com?**

Yes

No

**6. Why or why not?**

**7. Prior to this study, had you registered an account with cnn.com (i.e., not using Facebook Connect to log in)?**

Yes

No

**8. I trust cnn.com with access to my Facebook profile data:**

- Strongly disagree
- Moderately disagree
- Slightly disagree
- Neutral
- Slightly agree
- Moderately agree
- Strongly agree

**9. Prior to this study, how often did you visit thestar.com?**

- Never
- 
- Weekly
- 
- Daily

**10. During this study, did you use Facebook Connect to log into thestar.com?**

- Yes
- No

**11. Why or why not?**

**12. Prior to this study, had you registered an account with thestar.com (i.e., not using Facebook Connect to log in)?**

- Yes
- No

**13. I trust thestar.com with access to my Facebook profile data:**

- Strongly disagree
- Moderately disagree
- Slightly disagree
- Neutral
- Slightly agree
- Moderately agree
- Strongly agree

**14. Prior to this study, how often do you visit joost.com?**

- Never
- 
- Weekly
- 
- Daily

**15. During this study, did you use Facebook Connect to log into joost.com?**

Yes

No

**16. Why or why not?**

**17. <TEXTAREA NAME=\Prior to this study, had you registered an account with joost.com (i.e., not using Facebook Connect to log in)?**

Yes

No

**18. I trust joost.com with access to my Facebook profile data:**

Strongly disagree

Moderately disagree

Slightly disagree

Neutral

Slightly agree

Moderately agree

Strongly agree

**19. How long have you had a Facebook account?**

0-6 Months

6-12 Months

1-2 Years

2+ Years

**20. How often do you visit Facebook?**

Daily

Weekly

Monthly

Yearly

Never

**21. Which of the following have you posted to your Facebook profile?**

Name

Gender

Birthday

Age

Picture

Interests

Friends

Networks

Current City

Hometown

Education History

- \_ Employment History
- \_ Phone Number
- \_ Email Address
- \_ Postal Address
- \_ Relationship Status
- \_ Sexual Orientation

**22. Which of the following are publicly viewable on your Facebook profile?**

- \_ Name
- \_ Gender
- \_ Birthday
- \_ Age
- \_ Picture
- \_ Interests
- \_ Friends
- \_ Networks
- \_ Current City
- \_ Hometown
- \_ Education History
- \_ Employment History
- \_ Phone Number
- \_ Email Address
- \_ Postal Address
- \_ Relationship Status
- \_ Sexual Orientation

**23. With whom are you willing to share the following types of information about you?**

**a. Online Social Networks:**

- \_ Name \_ Gender \_ Birthday \_ Age \_ Picture \_ Interests \_ Friends \_ Networks
- \_ Current City \_ Hometown \_ Education History \_ Employment History
- \_ Phone Number \_ Email Address \_ Postal Address \_ Relationship Status
- \_ Sexual Orientation

**b. Online Stores:**

- \_ Name \_ Gender \_ Birthday \_ Age \_ Picture \_ Interests \_ Friends \_ Networks
- \_ Current City \_ Hometown \_ Education History \_ Employment History
- \_ Phone Number \_ Email Address \_ Postal Address \_ Relationship Status
- \_ Sexual Orientation

**c. News Websites:**

- \_ Name \_ Gender \_ Birthday \_ Age \_ Picture \_ Interests \_ Friends \_ Networks
- \_ Current City \_ Hometown \_ Education History \_ Employment History
- \_ Phone Number \_ Email Address \_ Postal Address \_ Relationship Status
- \_ Sexual Orientation

**d. Online Forums:**

- \_ Name \_ Gender \_ Birthday \_ Age \_ Picture \_ Interests \_ Friends \_ Networks
- \_ Current City \_ Hometown \_ Education History \_ Employment History

\_Phone Number \_Email Address \_Postal Address \_Relationship Status  
\_Sexual Orientation

**e. Friends:**

\_Name \_Gender \_Birthday \_Age \_Picture \_Interests \_Friends \_Networks  
\_Current City \_Hometown \_Education History \_Employment History  
\_Phone Number \_Email Address \_Postal Address \_Relationship Status  
\_Sexual Orientation

**f. Family:**

\_Name \_Gender \_Birthday \_Age \_Picture \_Interests \_Friends \_Networks  
\_Current City \_Hometown \_Education History \_Employment History  
\_Phone Number \_Email Address \_Postal Address \_Relationship Status  
\_Sexual Orientation

**g. Coworkers:**

\_Name \_Gender \_Birthday \_Age \_Picture \_Interests \_Friends \_Networks  
\_Current City \_Hometown \_Education History \_Employment History  
\_Phone Number \_Email Address \_Postal Address \_Relationship Status  
\_Sexual Orientation

**h. Strangers:**

\_Name \_Gender \_Birthday \_Age \_Picture \_Interests \_Friends \_Networks  
\_Current City \_Hometown \_Education History \_Employment History  
\_Phone Number \_Email Address \_Postal Address \_Relationship Status  
\_Sexual Orientation

**i. Government:**

\_Name \_Gender \_Birthday \_Age \_Picture \_Interests \_Friends \_Networks  
\_Current City \_Hometown \_Education History \_Employment History  
\_Phone Number \_Email Address \_Postal Address \_Relationship Status  
\_Sexual Orientation

**j. Advertisers:**

\_Name \_Gender \_Birthday \_Age \_Picture \_Interests \_Friends \_Networks  
\_Current City \_Hometown \_Education History \_Employment History  
\_Phone Number \_Email Address \_Postal Address \_Relationship Status  
\_Sexual Orientation

**24. How concerned would you be if any of the following information was disclosed to a third party without your consent?**

(1 No Concern      4 Moderately Concerned      7 Extremely Concerned)

\_Name  
\_Gender  
\_Birthday  
\_Age  
\_Picture  
\_Interests  
\_Friends  
\_Networks  
\_Current City

- Hometown
- Education History
- Employment History
- Phone Number
- Email Address
- Postal Address
- Relationship Status
- Sexual Orientation

**25. Consumers have lost all control over how personal information is collected and used by companies:**

(1 Strongly Disagree      4 Neutral      7 Strongly Agree)

**26. Most business handle the personal information they collect about consumers in a proper and confidential way:**

(1 Strongly Disagree      4 Neutral      7 Strongly Agree)

**27. Existing laws and organizational practices provide a reasonable level of protection for consumer privacy today:**

(1 Strongly Disagree      4 Neutral      7 Strongly Agree)

**28. What is your age?**

**29. What is your gender?**

Male  Female

**30. What is your highest level of education?**

- Some high school
- High school / GED
- Some college
- Associates degree
- Bachelors degree
- Some graduate school
- Professional degree
- Doctorate

**31. Please describe your occupation:**

**NOTE:** This survey contains collection of information requirements subject to the Paperwork Reduction Act. Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB control number. The estimated response time for this survey is **30** minutes. The response time includes the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information."

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