ATTACHMENT I: ADOLESCENT FOCUS GROUP GUIDE

Introduction: The clinic that asked you to join this group is participating in a project to use social media (like Facebook and Twitter) and computers in the clinic to reach youth in your community.   We have developed some prototypes and we would like to improve them based on your feedback. So, we really want to hear what you're thinking as you go through these sites.   There aren't any right or wrong answers, so make sure you tell us what you like and don't like. Just as a reminder, your participation in this interview is voluntary. For this first meeting, we would like to audiorecord the conversation so we don't miss any important points you make. I'll take a few notes as we talk.   No names will be used and your answers will kept confidential to the extent permitted by law, including AHRQ's confidentiality statute, 42 USC 299c-3(c). Later sessions will be done by web.

We're going to be talking mostly about some specific Facebook pages and web pages, but we're open to hear about other things. We might use the term "social media." What we mean by this are interactive tools like Facebook, Twitter, My Space, or even things like blogs, Pandora, or other web sites. The more we hear from each of you, the better, because your ideas will help us improve the tools we're using for this project. We'd like to hear from everyone; but if there is anything that you are uncomfortable talking about, you don't have to say anything.

1. To get started, I'd like to go around and have each of you tell us your first name and what kinds of social media you use in a typical day, such as Facebook, My Space, Twitter, blogs, or other interactive web sites or media, and where you use them (for instance, on a mobile phone and on a computer at school, home, and elsewhere)

The first thing we want you to talk about is the **"fan" Facebook page** [display main page].

2. What do you like or dislike about the <u>content</u> on this page?   PROBE: please say a bit more about what about it you like or dislike. What else should we add to help reach people like you?
3. We have allowed people to comment on the Updates posted here. Looking at what we have here, what kinds of comments would you add or would you expect to see?
4. Now that you know the kinds of things that we will have on the Facebook fan page, what concerns about your own privacy do you have?
5. When we post updates, we plan to also send out **Twitter** updates. What do you think about that?

We also have **Private Group Facebook pages**. These are specific pages where you can ask to join. You will be able to participate in discussions about more sensitive topics [display example private group page].
6. What's your initial reaction to this type of Facebook page?
7. What suggestions do you have for how to improve it to better engage young people?

Finally, we have a **web site** where additional information about the project and health topics can be posted.
8. What reactions do you have to the content of this web page?

[LATER sessions]

9. Based on your feedback, we made these changes to the content/setup [show changes]. Do you have any new reactions?
10. Have you followed any of the project's Facebook pages or Twitter updates?
11. What ideas do you have for new topics we can add to the Facebook updates?
12. How often should the content be updated?
13. Are there any web sites or social media sites (like Facebook or Twitter) that you have joined that are relevant to health youth? What do you like about them?