

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 collection of information contains Paperwork Reduction Act (PRA) requirements approved by the Office of Management and Budget (OMB). Notwithstanding any other provisions 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 PRA unless that collection of information displays a currently valid OMB control number. Public reporting burden for this collection is estimated to be **30** minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information." Send comments regarding this burden estimate or any aspect of this

collection of information, including suggestions for reducing this burden to the National Institute of Standards and Technology, Attn: Mary Theofanos, (301) 975-5889, maryt@nist.gov.

OMB Control No. 0693-0043 Expiration Date: 10/31/2012