Online Appendix A.

Measures and Items

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| **Measure** | **Items** |
| Comparative optimism | Who would you say is more likely to have a negative privacy experience as a result of using Facebook, you or an average Facebook user? |
| Personal-risk judgments | How likely do you feel you are to have a negative privacy experience as a result of using Facebook? |
| Target (peer)-risk judgments | How likely do you think a typical user (not you) is to have a negative privacy experience as a result of using Facebook? |
| Direct prior negative experience (self) | Have you ever had a negative experience as a result of using Facebook such as: - ...been really embarrassed by something on Facebook?... had a stalker as a result of using Facebook?...lost a friendship as a result of using Facebook?...anything else? |
| Indirect prior negative experience (close others) | How much have you heard about anyone close to you having a negative experience from using Facebook? |
| Indirect prior negative experience (distant others) | How much have you heard about other people (either in person or in the news media) having a negative experience from using Facebook? |
| Self-efficacy beliefs about privacy control | I feel confident in my ability to protect myself using Facebook's privacy settings.I feel in control of who can view my information on Facebook.Privacy settings on Facebook allow me to have full control over the information I provide on Facebook.I am confident that the information I post on Facebook can only be seen by those who I have chosen to share it with.I am confident that I know what information on Facebook can be seen by people outside of Facebook. |
| Privacy protection strategies | I don’t use any Facebook applications that ask me for information about me.I have provided some false information about myself.I have provided some false information about myself.I made my profile unsearchable.I have asked friends not to post certain pictures or information about me.I untag pictures or delete wall or timeline posts if necessary.I untag pictures or delete wall or timeline posts if necessary.I limit what I do and say on Facebook.I make my profile visible to only people I trust.I only put the bare minimum information in my profile. |
| Visibility control | Please indicate how you manage your privacy on Facebook (1 = I never changed the default settings or selected any privacy settings on Facebook, 5 = I have customized my settings top share with only certain individuals). |
| Information control | I have only provided minimal information about myself in my Facebook profile.I have put a lot of information about myself in my Facebook profile (R).I keep my profile up-to-date.I keep my friends updated about what is going on in my life through Facebook.When I have something to say, I like to share it on Facebook. |
| Social media (Facebook) usage | About how much time do you spend on Facebook in a typical day? - In hours per day? |