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? |