

# Facebook Use

## 1. Demographics and Computer Use

1. Do you work in the technology/computer industry?

Yes

No

2. On average, how many hours do you spend online (connected to the internet) per day?

less than 1 hour

1-2 hours

2-3 hours

3+ hours

3. Which of these activities do you regularly do online:

Send emails or instant messages

Visit social networking sites (Facebook, MySpace, LinkedIn, etc.)

Do research (products, information, etc.)

Read news

Read blogs, surf

Play games

Other

Other (please specify)

4. Your age:

Under 18

18-24

25-34

35-44

45-54

55-64

65+

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5. Male/female:

Male

Female

6. Do you have children under 17 living at home?

Yes

No

7. Are you married?

Yes

No

8. What's your employment status?

Full time

Part time

Self-employed

Stay-at-home

Student

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## 2. Facebook Use

9. How long have you had a Facebook account?

less than a month

1 to 3 months

4 to 6 months

6 months to a year

over a year

10. On a scale of 1 to 5, please rate each possible goal for using Facebook:

	1--strongly disagree	2--somewhat disagree	3--neither agree nor disagree	4--somewhat agree	5--strongly agree
I'm interested in using Facebook to build my professional or business network and profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm interested in using Facebook to express myself (through my page, pictures, comments, quizzes, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm interested in using Facebook to find information about topics of interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm interested in using Facebook to have fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm interested in using Facebook to learn about events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm interested in using Facebook to learn about new things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm interested in using Facebook to meet new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm interested in using Facebook to reconnect with old friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm interested in using Facebook to stay in regular touch with friends/family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)



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13. Indicate your level of agreement with each statement below:  
Rate each statement on a scale of 1 to 5, where 1 indicates total disagreement and 5 indicates total agreement:

	1--strongly disagree	2--somewhat disagree	3--neither agree nor disagree	4--somewhat agree	5--strongly agree
Facebook helps me build my professional or business network and profile	jn	jn	jn	jn	jn
Facebook helps me express myself (through my page, pictures, comments, quizzes, etc.)	jn	jn	jn	jn	jn
Facebook helps me find information about topics of interest	jn	jn	jn	jn	jn
Facebook helps me have fun	jn	jn	jn	jn	jn
Facebook helps me learn about events	jn	jn	jn	jn	jn
Facebook helps me learn about new things	jn	jn	jn	jn	jn
Facebook helps me meet new people	jn	jn	jn	jn	jn
Facebook helps me reconnect with old friends	jn	jn	jn	jn	jn
Facebook helps me stay in regular touch with friends/family	jn	jn	jn	jn	jn

Other (please specify)