

Mothers and Facebook Use Interview Protocol

Warm-Up Questions

1. Tell me about who lives in your home with you.
2. Describe your typical weekday.
 - a. Describe your typical weekend.

Use of Facebook

3. About when did you join Facebook?
 - a. Do you recall what made you decide to join Facebook?
4. About how many Facebook friends do you have?
 - b. Tell me about your Facebook friends.
5. Tell me about your Facebook use.
 - c. How often do you check Facebook?
 - d. How do you usually access Facebook (e.g., computer, tablet, mobile device)?
 - e. Tell me about the last time you checked Facebook. Walk me through what you did when you checked it.
6. Have you explored any of Facebook's settings that let you change who can see information you post?
 - f. (If yes) Tell me about what you have changed.
 - g. (If they ask me for more information or say they are unsure): Facebook has sections where people can change their account settings and privacy settings. Have you changed any of those?

Perception of Norms around Photo-Sharing on Facebook

7. Do you have Facebook friends who are mothers of babies or young children?
 - a. What kinds of things do your friends who are mothers of babies and young children share on Facebook?
8. Do you see baby pictures on Facebook?
 - b. What kinds of pictures do your friends who are mothers of babies post on Facebook?
9. Think of five Facebook friends who are mothers of young babies.
 - c. Tell me the first names of your five friends.
 - d. Tell me about the kinds of things each friend likes to post on Facebook?

Decision-Making Process to Post Photos on Facebook

10. Tell me about your child.
 - a. What is his/her first name?
 - b. How old is he/she?
11. Did you get an ultrasound when you were pregnant?
 - c. Tell me about how you felt when you saw that image.
 - d. Did you share the ultrasound/sonogram picture with others?
 - i. Who did you share it with?
 - ii. How did you share it (e.g. mail, email, post on Facebook?)
12. Have you shared pictures of [child's name] with others?

- e. On Facebook?
 - f. What pictures do you share?
 - g. Are there pictures you do not share?
 - i. Are there times when you've wanted to post a picture of [child's name] but didn't?
 - h. About how often do you share pictures?
13. Can you show me the most recent picture you posted of [child's name] on Facebook?
- i. Tell me about this picture.
 - j. What made you decide to post this picture?
 - k. What response did you get from people after sharing this picture?
14. Are there times when you've posted a picture of [child's name] and then taken it down?
15. Can you think about how you used Facebook before [child's name] was born, and how you use it now. Are there any differences?
- l. Similarities?
16. Before [child's name] was born, did you think you would keep using Facebook once you became a mom?
- m. Were there any times when you thought about how you would use Facebook after [child's name] was born?
 - n. (If yes) Tell me about how you thought you would use Facebook after [child's name] was born.
17. At this point, do you think you will show the pictures you post on Facebook to your child when s/he is older?
18. At this point, do you think you will let your child use Facebook?
- o. (If yes) Tell me about how you see yourself introducing Facebook to [child's name].
 - p. (If no) Tell me more about that.

Opinions of Facebook

19. Tell me about any thoughts you have about how Facebook manages its users' information.
- a. On how it manages information about children.
20. To what extent do you trust Facebook with your personal information?
21. Is there anything else you'd like to tell me?
22. Do you have any questions for me?

Thank you for your time!