**Moms and Facebook Buy, Sell, Trade Groups**

**Interview Protocol**

*Thank you for agreeing to do this interview with me today. If there are any questions you don’t want to answer, you are welcome to skip them. Also, as we discuss Facebook, you are welcome to show me any posts or content that you would like share, but it’s not required. I’ll be asking you about Facebook Sale Groups, also known as Buy, Sell, Trade Groups and sometimes called Mom-2-Mom Sale Groups.*

**Warm-Up Questions**

1. Tell me about who lives in your home with you.
2. Tell me about your child/children.
   1. What is his/her first name?
   2. How old is he/she?
3. Describe your typical week.

**General Use of Facebook**

*Would it be okay if we open up Facebook for these next questions?*

1. About when did you join Facebook?
2. How many Facebook friends do you have?
   1. Tell me about your Facebook friends.
3. How often do you check Facebook?
4. How do you usually access Facebook (e.g., computer, tablet, mobile device)?
5. About how many Facebook Groups are you member of?
   1. About how many of those are Sale Groups or “Buy, Sell, Trade Groups”?
   2. What about Mom-2-Mom sale groups? About how many of those are you a member of?

**Facebook Sale Groups: Motivations**

1. Can you tell me about one of the Mom-2-Mom sale groups that you're a member of?

*Would it be okay if we looked at the group’s page on Facebook?*

* 1. How did you first find the group?
  2. How does the group work?
  3. When you were added as a member did you start buying and selling right away?
  4. Tell me about the last time you checked the group? What were you doing? Who was around you?
  5. About how often do you post or comment to the group?
  6. Do you ever talk about the group offline with your friends or partner? What do you usually talk about?
  7. Thinking back to when you first joined, why did you want to join the group?
  8. In general, what has been your experience with the group?
  9. If you were talking with your neighbor or friend, how would describe the group to them?

**{Mentions “to shop” as reason they joined}**

1. You mentioned you joined the group to [shop/buy]? Can you tell me more about that? Why did you want to use the group to buy things?
2. How has your experience of shopping through Mom-2-Mom sale groups been?
3. Have you purchased or tried to purchase something through a Mom-2-Mom sale group?
   1. {If yes} Was it a product you were specifically looking for?
4. Tell me about the most recent product you bought through a Mom-2-Mom sale group?
   1. How was the experience?
   2. Did you know the seller or spend any time looking at the seller’s profile?
   3. If you had not purchased [it] through that group, where would have gone to buy it? Or would you have bought it at all?
   4. Do you think you’ll continue to buy things through Mom-2-Mom sale groups? Why / Why not?
   5. {If “never purchased”}
      1. Why do you think you haven’t purchased anything?
      2. Do you think you will purchase something from a Mom-2-Mom sale group one day? Why, why not?

**{Mentions “to sell” as reason they joined}**

1. You mentioned you joined the group to [sell things]? Can you tell me more about that? Why did you want to use the group to sell things?
2. Have you posted anything for sale on a Mom-2-Mom sale group?
   1. {If yes}
      1. How was the experience?
      2. Tell me about the most recent product you tried to sell?
      3. Did it sell? Why do you think it [sold/did not sell]?
      4. Do you think you’ll continue to post things for sale through Mom-2-Mom groups? Why / why not?
   2. {If “never posted something for sale”}
      1. Why do you think you haven’t posted anything for sale?
      2. Do you think you will post something for sale on a Mom-2-Mom sale group one day? {If no, why not?}

**{Mentions shop or sell, not both}**

1. What about [buying/selling] things through the group, was that something that motivated you to join?
   1. {If “No”} Do you think you will [buy/post something for sale] on a Mom-2-Mom sale group one day? {If no} Why not?

**{Mentions other reason}**

1. Can you tell me more about that? Why did you want to use the group to [insert reason]?
2. How has your experience of [insert activity] through Mom-2-Mom sale groups been?
3. Do you think you’ll continue to [insert activity] through Mom-2-Mom sale groups and why?

**Facebook Sale Groups: Global Impressions**

1. You mentioned you joined Mom-2-Mom sale groups to/for [insert reasons], do you feel that Mom-2-Mom sale groups have helped you achieve those things?
2. Did anything about your experience with Mom-2-Mom sale groups surprise you?
3. Have you ever posted an ISO “In Search Of” post? What was that experience like?
4. What’s the most memorable thing that’s happened on a Mom-2-Mom sale group?

**Other Groups and Commerce Sites**

1. {If member of multiple mom groups} You mentioned that you are a member of a couple Mom-2-Mom sale groups, do you happen to like one group more than the others? Why?
2. Have you ever left or un-followed a Mom-2-Mom sale group? {If “yes”} Why?
   1. {If asks, “what does it mean to “un-follow?”} This is an option on Facebook that allows you to remain a member of the group but stops displaying group posts in your news feed.
3. Have you ever purchased anything on other sites like Craigslist or eBay?
   1. {If “Yes”} How does your experience using those other sites compare to using Mom-2-Mom sale groups?
   2. How do you decide whether to shop through Mom-2-Mom sale groups or through other sites like Craigslist or eBay?
   3. Is there a particular site or app you prefer to use for buying gently used products?
      1. What do you like best about that site?
4. Have you ever sold anything on other sites like Craigslist or eBay?
   1. {If “Yes” and also sells on FB} How does your experience selling on those sites compare to selling through Mom-2-Mom sale groups?
   2. How do you decide whether to sell something on Mom-2-Mom sale group or one of those other sites?
5. Are any of your friends in the same Mom-2-Mom sale groups as you?
   1. {If “yes”}Tell me a little more about that. Did they join at the same time as you?
6. If you could change anything about Mom-2-Mom sales groups, what would it be?

**Parenting Advice and Social Support**

*Now I’m going to ask you a few general questions about parenting.*

1. Do you ever seek out parenting advice from others?
   1. Where do you turn to for advice? (family members? friends? Online?)
   2. Whose opinion do you value the most? Why?
2. Do you interact with other parents online?
   1. What do you typically talk about?

**Closing**

*Thank you. We have completed all the questions.*

1. Is there anything else I should have asked about or that you thought I would ask you?
2. Do you have any questions for me?

*Thank you for your time!*