

Dear Participant,

My name is Chance Johnson and I am a researcher from Colorado State University in the Department of Journalism and Media Communication. We are conducting a research study on Facebook activity. The Principal Investigator is Dr. Patrick Plaisance, a professor in the Department of Journalism and Media Communication, and I am the Co-Principal Investigator.

We would like you to complete the enclosed confidential survey. Participation will take approximately 20 minutes. Your participation in this research is voluntary. If you decide not to participate in the study, you may withdraw your consent and stop participation at any time without penalty.

We will not collect your name or personal identifiers. Your responses will be aggregated with data from other participants. You may find that some survey items might prompt you to think a little more than usual about your social media habits. While there are no direct benefits to you aside from the five points of extra credit for your participation, we hope to gain more insight into people's online behaviors.

There are no known risks for participation. It is not possible to identify all potential risks in research procedures, but the researchers have taken reasonable safeguards to minimize any known and potential risks. Completing the survey and returning it to me is your consent to participate.

If you have any questions about the research, please contact Chance Johnson at [Chance.Johnson@colostate.edu](mailto:Chance.Johnson@colostate.edu) or Patrick Plaisance at [Patrick.Plaisance@colostate.edu](mailto:Patrick.Plaisance@colostate.edu). If you have any questions about your rights as a volunteer in this research, contact the CSU Institutional Research Board, which regulates all research involving people, at: [RICRO\\_IRB@mail.colostate.edu](mailto:RICRO_IRB@mail.colostate.edu); 970-491-1553.

Patrick L. Plaisance  
Professor

Chance W.G. Johnson  
MS student

Name \_\_\_\_\_

Signature \_\_\_\_\_



### *Demographic information*

-What gender do you identify as?

M ☐ F ☐

-Ethnicity

white ☐ black ☐ latino ☐ asian ☐ native american ☐ Pacific islander ☐ other \_\_\_\_\_

-Age

18-22 ☐ 23-27 ☐ 28-31 ☐ 32-36 ☐ 37-41 ☐ 42-46 ☐ 47-51 ☐

-College major \_\_\_\_\_

*Choose the most appropriate response from the column on the right*

1) Quite Often

2) Often

3) Sometimes

4) Rarely

5) Almost Never

1. I feel like I'm on an emotional roller coaster.

**1** **2** **3** **4** **5**  
☐ ☐ ☐ ☐ ☐

2. During tough times, I am more prone to unhealthy behaviors (abusing drugs or alcohol, eating unhealthy foods, getting less sleep).

☐ ☐ ☐ ☐ ☐

3. I feel uneasy in situations where I am expected to display physical affection.

☐ ☐ ☐ ☐ ☐

4. I present myself in ways that are very different from who I really am.

☐ ☐ ☐ ☐ ☐

5. I procrastinate on matters relevant to work.

☐ ☐ ☐ ☐ ☐

6. I break promises.

☐ ☐ ☐ ☐ ☐

7. I lose important things/documents.

☐ ☐ ☐ ☐ ☐

1) Strongly agree

2) Agree

3) Somewhat  
agree/  
disagree

4) Disagree

5) Strongly  
disagree

**1 2 3 4 5**

8. I can calm myself down when I'm under stress.

☐ ☐ ☐ ☐ ☐

9. I need someone to tell me that I have done a good job in order to feel good about my work.

☐ ☐ ☐ ☐ ☐

10. I like to attend gatherings where I can meet new people.

☐ ☐ ☐ ☐ ☐

11. When I meet someone new, it doesn't take me long to tell him/her a lot about myself.

☐ ☐ ☐ ☐ ☐

12. I am a private person.

☐ ☐ ☐ ☐ ☐

13. When I'm really sad or down, I seek the company of others.

☐ ☐ ☐ ☐ ☐

14. I enjoy exploring new places.

☐ ☐ ☐ ☐ ☐

15. I pride myself on being different.

☐ ☐ ☐ ☐ ☐

16. I have a broad range of interests and hobbies.

☐ ☐ ☐ ☐ ☐

17. I am good at thinking "outside the box".

☐ ☐ ☐ ☐ ☐

18. I go out of my way to better myself.

☐ ☐ ☐ ☐ ☐

19. It's my way or the highway.

☐ ☐ ☐ ☐ ☐

20. Most people are trustworthy.

☐ ☐ ☐ ☐ ☐

21. I am easily distracted.

☐ ☐ ☐ ☐ ☐

22. I am able to motivate myself to complete unpleasant but necessary tasks.

☐ ☐ ☐ ☐ ☐

23. When I get angry, I have \_\_\_\_\_ self-control.

☐ Excellent

☐ Very good

☐ Good

☐ Little

☐ No

24. Interaction with other people is...

☐ what life is all about.

☐ fun, but not all the time.

☐ great on special occasions.

☐ a necessary evil.

25. If you were seated on a crowded bus and noticed an elderly person standing, would you give up your place?

- ☐ Of course
- ☐ Probably
- ☐ It would depend on how tired I was
- ☐ Probably not
- ☐ It wouldn't even occur to me

**Instructions:** Here you'll find a list of 40 statements, one in Column A and the opposite in Column B. For each statement, choose the item from Column A or B that **best matches you**(even if it's not a perfect fit). Complete the quiz on your own and in one sitting, which takes most people between 5 and 10 minutes to finish. Answer all questions for the most accurate result.

A		B	
1.	<input type="radio"/> I have a natural talent for influencing people.	<input type="radio"/> I am not good at influencing people.	
2.	<input type="radio"/> Modesty doesn't become me.	<input type="radio"/> I am essentially a modest person.	
3.	<input type="radio"/> I would do almost anything on a	<input type="radio"/> I tend to be a fairly cautious	

	dare.	person.
4.	<input type="radio"/> When people compliment me I sometimes get embarrassed.	<input type="radio"/> I know that I am good because everybody keeps telling me so.
5.	<input type="radio"/> The thought of ruling the world frightens the hell out of me.	<input type="radio"/> If I ruled the world it would be a better place.
6.	<input type="radio"/> I can usually talk my way out of anything.	<input type="radio"/> I try to accept the consequences of my behavior.
7.	<input type="radio"/> I prefer to blend in with the crowd.	<input type="radio"/> I like to be the center of attention.
8.	<input type="radio"/> I will be a success.	<input type="radio"/> I am not too concerned about success.
9.	<input type="radio"/> I am no better or worse than most people.	<input type="radio"/> I think I am a special person.
10.	<input type="radio"/> I am not sure if I would make a good leader.	<input type="radio"/> I see myself as a good leader.
11.	<input type="radio"/> I am assertive.	<input type="radio"/> I wish I were more assertive.
12.	<input type="radio"/> I like to have authority over other people.	<input type="radio"/> I don't mind following orders.
13.	<input type="radio"/> I find it easy to manipulate people.	<input type="radio"/> I don't like it when I find myself manipulating people.
14.	<input type="radio"/> I insist upon getting the respect that is due me.	<input type="radio"/> I usually get the respect that I deserve.
15.	<input type="radio"/> I don't particularly like to show off my body.	<input type="radio"/> I like to show off my body.
16.	<input type="radio"/> I can read people like a book.	<input type="radio"/> People are sometimes hard to understand.
17.	<input type="radio"/> If I feel competent I am willing to	<input type="radio"/> I like to take responsibility for

	take responsibility for making decisions.	making decisions.
18.	<input type="radio"/> I just want to be reasonably happy.	<input type="radio"/> I want to amount to something in the eyes of the world.
19.	<input type="radio"/> My body is nothing special.	<input type="radio"/> I like to look at my body.
20.	<input type="radio"/> I try not to be a show off.	<input type="radio"/> I will usually show off if I get the chance.
21.	<input type="radio"/> I always know what I am doing.	<input type="radio"/> Sometimes I am not sure of what I am doing.
22.	<input type="radio"/> I sometimes depend on people to get things done.	<input type="radio"/> I rarely depend on anyone else to get things done.
23.	<input type="radio"/> Sometimes I tell good stories.	<input type="radio"/> Everybody likes to hear my stories.
24.	<input type="radio"/> I expect a great deal from other people.	<input type="radio"/> I like to do things for other people.
25.	<input type="radio"/> I will never be satisfied until I get all that I deserve.	<input type="radio"/> I take my satisfactions as they come.
26.	<input type="radio"/> Compliments embarrass me.	<input type="radio"/> I like to be complimented.
27.	<input type="radio"/> I have a strong will to power.	<input type="radio"/> Power for its own sake doesn't interest me.
28.	<input type="radio"/> I don't care about new fads and fashions.	<input type="radio"/> I like to start new fads and fashions.
29.	<input type="radio"/> I like to look at myself in the mirror.	<input type="radio"/> I am not particularly interested in looking at myself in the mirror.
30.	<input type="radio"/> I really like to be the center of attention.	<input type="radio"/> It makes me uncomfortable to be the center of attention.
31.	<input type="radio"/> I can live my life in any way I want to.	<input type="radio"/> People can't always live their lives in terms of what they want.



32.	<input type="radio"/> Being an authority doesn't mean that much to me.	<input type="radio"/> People always seem to recognize my authority.
33.	<input type="radio"/> I would prefer to be a leader.	<input type="radio"/> It makes little difference to me whether I am a leader or not.
34.	<input type="radio"/> I am going to be a great person.	<input type="radio"/> I hope I am going to be successful.
35.	<input type="radio"/> People sometimes believe what I tell them.	<input type="radio"/> I can make anybody believe anything I want them to.
36.	<input type="radio"/> I am a born leader.	<input type="radio"/> Leadership is a quality that takes a long time to develop.
37.	<input type="radio"/> I wish somebody would someday write my biography.	<input type="radio"/> I don't like people to pry into my life for any reason.
38.	<input type="radio"/> I get upset when people don't notice how I look when I go out in public.	<input type="radio"/> I don't mind blending into the crowd when I go out in public.
39.	<input type="radio"/> I am more capable than other people.	<input type="radio"/> There is a lot that I can learn from other people.
40.	<input type="radio"/> I am much like everybody else.	<input type="radio"/> I am an extraordinary person.

-How willing are you to disclose personal information about yourself?

☐
☐
☐
☐
☐
☐
☐

Not at all

Neutral

Very

-How many hours a week do you spend on extracurricular activities away from social media (athletics, art, on-campus clubs/organizations, church, etc.)?

0 to 1 ☐
 2 to 5 ☐
 6 to 8 ☐
 9 to 11 ☐
 12 to 14 ☐
 15 to 17 ☐
 18 to 20 ☐
 more than 20 ☐

-How many hours a week do you spend maintaining your social life away from social media (time with friends, significant other, family)?

0 to 1 ☐ 2 to 5 ☐ 6 to 8 ☐ 9 to 11 ☐ 12 to 14 ☐ 15 to 17 ☐ 18 to 20 ☐ more than 20 ☐

### ***Facebook use***

-On average, how many hours a day do you spend on Facebook?

0 to 1 ☐ 2 to 5 ☐ 6 to 8 ☐ 9 to 11 ☐ 12 to 14 ☐ 15 to 17 ☐ 18 to 20 ☐ more than 20 ☐

-On average, how many times a day do you update your status on Facebook?

0 to 1 ☐ 2 to 5 ☐ 6 to 8 ☐ 9 to 11 ☐ 12 to 14 ☐ 15 to 17 ☐ 18 to 20 ☐ more than 20 ☐

-On average, how many times a day do you share an item on Facebook (article, photo, video, etc.)?

0 to 1 ☐ 2 to 5 ☐ 6 to 8 ☐ 9 to 11 ☐ 12 to 14 ☐ 15 to 17 ☐ 18 to 20 ☐ more than 20 ☐

-On average, how many times a day do you respond to others' Facebook statuses by using the "comment" feature?

0 to 1 ☐ 2 to 5 ☐ 6 to 8 ☐ 9 to 11 ☐ 12 to 14 ☐ 15 to 17 ☐ 18 to 20 ☐ more than 20 ☐

-On average, how many times a day do you respond to others' Facebook status by using the "like" feature?

0 to 1 ☐ 2 to 5 ☐ 6 to 8 ☐ 9 to 11 ☐ 12 to 14 ☐ 15 to 17 ☐ 18 to 20 ☐ more than 20 ☐

-What is your motivation for utilizing Facebook?

1) not important at all 4) neutral 7) very important

1. Announcing notable events/activities in my life

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

2. Sharing photos

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

3. Engaging in social discourse (debate, discussion, argument)

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

4. Browsing satirical articles/photos/memes

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

5. Seeking news stories

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

6. Keeping in touch with family/friends

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

-On average, how many times a day do you post a status update about your daily life?

0 to 1 ☐ 2 to 5 ☐ 6 to 8 ☐ 9 to 11 ☐ 12 to 14 ☐ 15 to 17 ☐ 18 to 20 ☐ more than 20 ☐

-On average, how many times a week do you post photos of yourself?

0 to 1 ☐ 2 to 5 ☐ 6 to 8 ☐ 9 to 11 ☐ 12 to 14 ☐ 15 to 17 ☐ 18 to 20 ☐ more than 20 ☐

-How much information about yourself do you choose to share on Facebook?

1) never                      4) once a week                      7) more than once a day

1. Significant events (birthdays, new job, move, etc).

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

2. Whenever I feel that my Facebook friends might find something about me interesting (what I ate, what I wore, what music I listen to, what is currently on my mind).

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

3. I post status updates so that my Facebook friends know most of the current events in my life.

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

-How much have you customized your Facebook profile?

1) not at all      4) I update twice a year      7) Often

1. Contact info (e-mail address/phone number)

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

2. Work/education

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

3. Places you've lived

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

4. Favorite music

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

5. Favorite movies

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

6. Favorite TV shows

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

7. Favorite books

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

8. The "about you" section

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐

9. Family/relationships

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐