

Appendix

Survey Questions

1. What is your gender?
 - Male
 - Female
2. What is your level of education?
 - Completed high school
 - College/ undergraduate
3. Which age group describes you?
 - Under 18
 - 18-20
 - 21-23
 - 23+
4. What is your average Internet usage rate?
 - Less than 1 hour per day
 - 1-3 hours per day
 - 3-6 hours per day
 - 6 or more hours per day
5. When you post something in social media, who can see what you share?
 - Everybody
 - All friends
 - Close friend
 - Something I share with everyone, something I share only with my friends
6. How often do you check or change your privacy settings?
 - Never
 - Monthly
 - Weekly
 - Daily
7. How sensitive are you to disclose these pieces of personal information? (Email, Date of birth, Age, Weight and Height, Political views)
 - Not sensitive
 - Somewhat sensitive
 - Very sensitive
8. A new online social network is launching, and part of the network is doing research into the student's market. When registering in that network, would you provide this information? (Email, Date of birth, Age, Weight and Height, Political views)
 - Yes
 - No
9. If you were given 20\$ for each piece of information, would you share it? (Email, Date of birth, Age, Weight and Height, Political views)
 - Yes
 - No