

# Appendix A

## Interview on Transparency and Usability Transcripts

Candidate 1:

Age	19 - 25
Facebook Daily Usage	(1 – 2 hours) moderately
Platform of most Facebook Usage	IPhone/IOS
Location enabled features aware of and used	<ul style="list-style-type: none"><li>• Location-enabled status, picture and video posting</li><li>• Check-in feature</li><li>• Location sharing through instant messaging</li></ul>

**1. For how long and how often have you been using these locations enabled features mentioned above?**

I have been using location based status and picture posting for a few years now, ever since it was introduced. I am not entirely sure since when I was aware about the check in feature and location sharing through instance messaging, I have used these features a few times. However, I have been aware of the check- in feature and location sharing through instant messaging for more than a year

**2. Is there anything specifically about location usage and sharing that appeals to you?**

I think that the aspect of sharing your location with any posts and pictures you post or being able to check into certain location was certainly very appealing to me especially at the time it was introduced. Even though, almost all social media sites have location based posting, I think features like location enabled status posting still helps me share and connect better with my friends on Facebook.

**3. Do you Facebook is providing users (especially new users) with an accurate ground to understand what location based data can be collected and used (both on mobile devices and web)?**

I believe the permission statements accurate and precise can allow users to understand what location based information can be collected However, I don't think Facebook allows new Facebook users to accurately understand how this information collected can be used. I think these permissions statements are too brief for a new user to gain any significant knowledge from these permission statements. Similarly, when creating Facebook account on the web, I don't think Facebook provides users with any information regarding what location based information may be collected and how this information may be used.

**4. Do you think Facebook should display more information enabling new/prospective Facebook users understand what location information is retrieved and how this information may be used?**

Yes, I believe the current information displayed by Facebook on their permission pages and web pages is not enough and it does not allow new Facebook users accurately understand how location data can be used. I believe that retrieving location-based information from users without their completely knowledge of what information is collected and how it may be used is concerning. I think new users should be provided this information before they make a decision regarding creating a Facebook profile and downloading the application.

**5. How do you think Facebook can improve their current means of informing new users about location data collection and usage? Please provide some suggestions**

Facebook can perhaps list all applications where Facebook uses user location information and provide a brief statement regarding how this information may be used. The statements should be short and to the point. This will enable users to efficiently gain an understanding on location data collected and used.

**6. When using the location- enabled features during the usability testing, did you feel informed at all stages (like notifications when your current location). On the whole would you say that you are the quality of information provided through immediate feedback when using location enabled features on Facebook?**

Yes, when using the check-in feature there were cities to which I was checked into where it was not clear how Facebook received this information. Facebook had formally stated that I only checked into four cities, however there were multiple cities marked as checked into. I do not remember checking into these cities using a status post or being tagged in friend's statuses. However, Yes, on the whole the feedback displayed by Facebook was satisfactory. I think the feedback displayed was concise and clear. There were only minor instances when using location enabled features where I felt like I needed more information.

**7. In continuation to the above question, how can Facebook improve the quality of information provided through immediate feedback when using location-enabled features? Please provide some suggestions**

Next to each city checked into, Facebook can display a statement that explains how and the date of when this information was retrieved.

**8. Were you aware Facebook uses your information for location-based ads targeting. This is when Facebook shares your location based information with various advertising companies. When browsing through Facebook, were you able to pick up on this information?**

No, I was not aware about Facebook using my location for ads. I was not able to get this information through browsing through Facebook. Therefore, I do not think that through just through using Facebook a user will be able to understand that location based data is shared with third party organisations for ads. In order to get this information a user will have to do extra research.

**9. Do you think Facebook should be more transparent about location-based ad targeting using their privacy settings, permissions and information feedback when browsing through, without users having to conduct additional research? If so, why?**

Yes, it is very important that Facebook is transparent about location data shared with third party organisations for ads. This is especially important because users may not be aware that sensitive information is being shared with other organisations. Users should be provided the opportunity to understand this fact before creating a Facebook account.

**10. Can you provide some suggestions regarding how Facebook can be transparent regarding location-based ad targeting?**

Users should be instantly made aware about this fact before they create an account or download Facebook application. A statement can be made where the terms of conditions of ad based location targeting should be made and users must agree to these terms and conditions before they can create a Facebook profile.

**11. Do you think the amount of transparency of location data displayed by Facebook influences the level of control users have over the location data captured and used?**

Yes, I do believe users have to know what location information is captured and used in order to be able to control the location data collected.

Usability Questions

**12. On the whole what did you particularly like about the location enabled features and its control measures used during usability testing?**

Using location-enabled features was simple without any major complications. Control features were easy to access and simple to use for users of any technical background

**13. Did you dislike or feel negatively about any aspects about these locations enabled features and their control features?**

No, I would not say that I felt negatively regarding any aspects about location enabled features. As mentioned before all location enabled features and their control features were easy to access and use.

**14. During the usability testing, did you find it difficult to complete any of tasks? Why did you feel it was difficult?**

I managed to easily complete all tasks in the usability testing with ease. I did not find any task particularly difficult or complicated

**15. Do you wish for more control measures when using location enabled features? Do you think users can appropriately control location data captured based on the control measures provided?**

At the moment, I think the control features provided by Facebook is good and easy to use. Yes, I think users are easily able to control the location data based of the current control mechanism provided.

**16. Are you satisfied with Facebook's current location services settings?**

I would like to see more control measures in the location settings page. Specifically, I would like to see specific settings where users can turn approximate and precise location separately on and off. I think this can be more beneficial. However, I am still happy with the location control settings available.

**17. How do you think turning location off will affect the location data Facebook shares with third party organisations?**

I believe that turning location off will not Facebook to access my current location data. This should not allow Facebook to be able to share my data with third party companies. I am not aware about Facebook’s policies regarding sharing location data that is already within Facebook, hence I will not be able to comment on that.

**18. Facebook does not have any comprehensive privacy settings that allows user to control their location data being shared with third party organisations. What are your thoughts on this? Do you it is important for in this scenario control measures need to added?**

It is disappointing to hear that Facebook does not provide users to control their location data, especially when it is being shared with third party organisations. Like my opinions on transparency, it is absolutely necessary for Facebook to provide users with at least some level of control regarding how much of their location data is shared.

**19. On the basis of your opinions on the transparency of Facebook, the ease of use of it’s control measures and the factor of location based ad targeting, what is your opinion on the level of control Facebook provides their user’s with**

I think there is a lot of room for improvement. As mentioned above, I don’t believe Facebook is very transparent regarding the location data collected and used. However, location enabled features like the check-in feature and location enabled posting, users have a decent level of control. They have the option to remove the shared location and this will also delete this location off their check ins. I think this reduced the concerns I had regarding transparency because Facebook allows users to effectively control what location data collected and shared. However, when I am reminded of location based ad targeting those concerns come up again. Facebook does not seem much transparency regarding the location data shared with these ad targeting companies. As you mentioned earlier, Facebook does not provide users with any control options in this area. This is a huge area of concern for me and I think Facebook does not provide its users with enough control because of this. Facebook needs to improve its control measures for location based ad targeting in my opinion.

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Candidate 2

Age	33
Sex	Male
Facebook Daily Usage	Less than 1 hour (infrequently)
Platform of most Facebook Usage	Web
Location enabled features aware of and used	<ul style="list-style-type: none"><li>• Location-enabled status, picture and video posting</li></ul>

**1. For how long and how often have you been using these locations enabled features mentioned above?**

I am aware of location enabled status posting ever since a few years now. I have used it a few times.

**2. Is there anything specifically about location usage and sharing that appeals to you?**

When it was introduced it was new and interesting to me, which made share my location using status and picture posts. It is a unique way of sharing statuses with your friends and that I appreciate at that time.

**3. Do you Facebook is providing users (especially new users) with an accurate ground to understand what location based data can be collected and used?**

No, I don't think Facebook provides new users with an accurate ground to understanding what location data is collected and used. Smartphone users are provided with very vague permission statements before they download the app. Desktop users are provided no information regarding location data.

**4. Do you think Facebook should display more information enabling new/prospective Facebook users understand what location information is retrieved and how this information may be used?**

It may be important for Facebook to display more information in terms of ethical and moral standards and for keeping their users informed. However, I do not know many people who truly search out or care about this information. I don't think even if the location data they collect is concerning, it will stop many people from creating Facebook accounts if they desired to do so. From my personal experience, I did not search out location data policies from Facebook when these features were introduced. I think in our current society there are very few people who are actually aware about these issues and wish to seek out information.

**5. How do you think Facebook can improve their current means of informing new users about location data collection and usage? Please provide some suggestions**

Well they could add more detailed statements regarding what and why location information is collected. Statements like "these features collect your information for these purposes" and users have to agree to these statements before creating an account.

**6. When using the location- enabled features during the usability testing, did you feel informed at all stages (like notifications when your current location). On the whole would you say that you are the quality of information provided through immediate feedback when using location enabled features on Facebook?**

There were not many instances where feedback was provided. However, the function of most of these features were self explanatory, hence I don't think much feedback was required. Without any feedback, I was pretty aware of the location data that is used within the context of those features.

**7. In continuation to the above question, how can Facebook improve the quality of information provided through immediate feedback when using location-enabled features? Please provide some suggestions**

Facebook can improve the feedback of location data more in context of other users sharing/using their location data. For instance, when a user chooses to share their current location with a friend via instant messaging, Facebook can notify the user when the user is trying to get directions to their current location. This may be useful where individuals want to be aware about how location shared with their friends is being used.

- 8. Were you aware Facebook uses your information for location-based ads targeting. This is when Facebook shares your location based information with various advertising companies. When browsing through Facebook, were you able to pick up on this information?**

I am aware that Facebook shares specific aspects about user's preferences with third party organisations. I am not specifically aware about Facebook sharing my location for ad targeting. No, browsing through Facebook did not allow for me to be aware about location based ad targeting. I think I will have to do more research to understand more about this issue.

- 9. Do you think Facebook should be more transparent about location-based ad targeting using their privacy settings, permissions and information feedback when browsing through, without users having to conduct additional research? If so, why?**

On moral and ethical standards, yes. However, Facebook does not have the incentive to display this information openly because there is no pressure from their users to do so. They might have policy pages on this issue, but they don't have to do anything further. This is because making this information more accessible and transparent is not going to cause them to lose significant users or gain significant users. Even if the information shared with third party companies is concerning, their current users are not going to delete their Facebook accounts.

- 10. Can you provide some suggestions regarding how Facebook can be transparent regarding location-based ad targeting?**

They can explicitly state the fact that their location data is shared with third party companies under location based permissions. Users have to agree to these conditions before creating an account or downloading their application. I think this is the best way the lay the information out there in a straight forward manner.

- 11. Do you think the amount of transparency of location data displayed by Facebook influences the level of control users have over the location data captured and used?**

Transparency can provide users to be able to easily access the information related to location data collection and use. This can help users make decisions faster and easier on if they want to control certain aspects of information collection and storage within Facebook. Therefore, Yes I think transparency does influence users control of location data collected and used.

#### Usability Questions

- 12. On the whole what did you particularly like about the location enabled features and its control measures used during usability testing?**

They were very simple and not too complicated. It didn't take too long to identify and finish tasks. I appreciated these factors

- 13. Did you dislike or feel negatively about any aspects about these locations enabled features and their control features?**

No, I don't think there was thing to dislike about these features. They were easy to identify and the tasks within them were simple. I think all users regardless of their technical expertise should be able to use these features.

14. During the usability testing, did you find it difficult to complete any of tasks? Why did you feel it was difficult?

I think I completed all specific tasks in under a minute. I don't remember finding the competition of any task particularly problematic.

15. Do you wish for more control measures when using location enabled features? Do you think users can appropriately control location data captured based on the control measures provided?

I think the current control measures work fine. They enable users to control the amount of location data used when using specific features. I think Facebook definitely has that implemented right, and I don't many users should have a problem with the current control measures available

16. Are you satisfied with Facebook's current location services settings?

The location settings current is very basic and that does not have to be necessarily a bad thing. However, in this situation this page does not provide users with much context regarding what happens when their location is on or off. I hope they provided some information regarding to what extent turning off location settings will be in effect. Specifically, if Facebook will still be able to access your approximate or precise location and if this means that they will stop sharing your current location with ad companies. This would be useful to help users make the decision on if they should turn location off. The current location settings are satisfactory but that is just because they at least do provide some sort of control settings that allow users to have some control over their location data. Other than that I think there is definitely some room for improvement.

17. How do you think turning location off will affect the location data Facebook shares with third party organisations?

I don't know. It is not something Facebook is transparent about by any means. I have no idea about their regarding location data sharing to third party organisations.

18. Facebook does not have any comprehensive privacy settings that allows user to control their location data being shared with third party organisations. What are your thoughts on this? Do you it is important for in this scenario control measures need to added?

Yes, because users might want to control their data from being shared with other organisations. They aren't transparent about that anyway, but they at least need to provide users with option to opt out of their data being shared if they want to.

19. On the basis of your opinions on the transparency of Facebook, the ease of use of it's control measures and the factor of location based ad targeting, what is your opinion on the level of control Facebook provides their user's with

I think it is more of a grey area and it can be hard to comment on. I can imagine that Facebook is not open about so many areas about data usage and sharing that users have no idea about. This takes away from the control users have over their data being used in ways they may not approve. My feeling on this are especially strengthened due to the transparency and control measures provided by Facebook to users over location based ad targeting. However, I think most users are aware about the fact they may not able to

control a lot of aspects of their data when using Facebook, but they use it anyway. Hence Facebook may not provide its users with much control, but I don't think it is much of an issue with Facebook users anyway.

Candidate 3	
Age	25
Sex	Female
Facebook Daily Usage	(1 – 2 hours) moderately
Platform of most Facebook Usage	Web
Location enabled features aware of and used	<ul style="list-style-type: none"> <li>• Location-enabled status, picture and video posting</li> <li>• Location sharing through instant messaging</li> </ul>

1. For how long and how often have you been using these locations enabled features mentioned above?  
Ever since it was introduced I would say. I used to share my locations a lot every time I would travel in the past.
2. Is there anything specifically about location usage and sharing that appeals to you?  
I think it enables to users to showcase their diversity and culture awareness. Employers are specifically looking through applicant's social media profiles, so I think applicants can make use of features like this to make themselves seem more as a desirable candidate.
3. Do you think Facebook is providing users (especially new users) with an accurate ground to understand what location based data can be collected and used?  
Displaying those permissions could be useful, but I don't think many users will understand those terms anyway. There does seem to be any information presented to them before creating a profile on the web. Hence it can be said that new users are not going to be aware of their location data usage when signing up with Facebook.
4. Do you think Facebook should display more information enabling new/prospective Facebook users understand what location information is retrieved and how this information may be used?  
Well it is always useful to lay out such information because some users may be concerned about issues pertaining to their location data usage. In addition, I think new users have the right to be aware of what data of theirs might be used in a straightforward manner.
5. How do you think Facebook can improve their current means of informing new users about location data collection and usage? Please provide some suggestions  
They could create more elaborate permission pages where they state exactly what location data is collected and how they may be used. These permission statements should be used before users create an account and regardless of the platform users decide to create their account on (smartphones or the web)

- 6. When using the location-enabled features during the usability testing, did you feel informed at all stages (like notifications when your current location). On the whole would you say that you are the quality of information provided through immediate feedback when using location enabled features on Facebook?**

The only instance I can remember is the check-in feature. I feel like this feature is absolutely vague and there is no information regarding how Facebook got certain location information. Especially because all that location stated are accurate and I have visited those places. It gives out a creepy and concerning vibe.

7. In continuation to the above question, how can Facebook improve the quality of information provided through immediate feedback when using location-enabled features? Please provide some suggestions

They could just honestly state how they received certain location information in the check in feature next to each location (maybe after users click on the location).

8. Were you aware Facebook uses your information for location-based ads targeting. This is when Facebook shares your location based information with various advertising companies. When browsing through Facebook, were you able to pick up on this information?

Yes, I am aware about location based ad targeting, because I know individuals who have used Facebook for marketing purposes. I don't think this information is retrievable just through browsing Facebook, users will have to do more research

9. Do you think Facebook should be more transparent about location-based ad targeting using their privacy settings, permissions and information feedback when browsing through, without users having to conduct additional research? If so, why?

It is always useful to put this information out there for individuals who may seek it. However, this is an instance where I think users who would require this information will conduct research anyway regardless of if Facebook clearly describes their location-based ad targeting policies. However, it may be useful to make users aware of this issue and provide this information to users who seek it.

10. Can you provide some suggestions regarding how Facebook can be transparent regarding location-based ad targeting?

Every time there is an ad displayed, Facebook can state next to their data of the user that was shared with ad organisations that enabled this ad to be displayed on their page. This would enable users to be more aware of that kind of data sharing happens.

11. Do you think the amount of transparency of location data displayed by Facebook influences the level of control users have over the location data captured and used?

Yes, being transparent enables users to be aware of the policies regarding location data. Users will only be able to control something if they are aware of it's happenings. Therefore, being transparent enables users to be aware of the policies regarding location data and have the opportunity to control the data used if they can.

## Usability Questions

12. On the whole what did you particularly like about the location enabled features and its control measures used during usability testing?

I think being able to share location adds to experience of that application. Users can share their location through status posts and instant messaging. I think helps the sharing experience in Facebook more rich and unique.

13. Did you dislike or feel negatively about any aspects about these locations enabled features and their control features?

Well, while this feature might be intriguing, I think there still is a price to pay when using these features. The privacy concerns that come out of using these features can be substantial. However, I do appreciate the control features. Most of the control features were easy to use, however in some areas I wish for more comprehensive control features.

14. During the usability testing, did you find it difficult to complete any of tasks? Why did you feel it was difficult?

I found it difficult to locate the check in feature. This could be because I was never aware about this feature. However, it was relatively easy to complete the other tasks.

15. Do you wish for more control measures when using location enabled features? Do you think users can appropriately control location data captured based on the control measures provided?

Yes, as mentioned above I do wish for more comprehensive control measures. I wish users had the power to delete some specific locations marked on their check-ins page. I do not want to hide my check-ins all together, but I do wish to have more control over what is displayed. I know that deleting location of some location enabled statuses might do the job. But, it is hard to search for certain location enabled statuses posted years back. Similarly, not all these statuses were posted by me. Some of statuses I was tagged in and have no current control over them being displayed in my check-ins.

16. Are you satisfied with Facebook's current location services settings?

I think it is efficient because, one swipe and Facebook cannot access your location anymore. Users like me prefer that because of the ease of just turning location of when they need to.

17. How do you think turning location off will affect the location data Facebook shares with third party organisations?

That is hard to tell. Maybe Facebook cannot access a user's current location data, but they might still share their location history. I am not sure; this is just me speculating what could happen in this situation.

18. Facebook does not have any comprehensive privacy settings that allows user to control their location data being shared with third party organisations. What are your thoughts on this? Do you think it is important for in this scenario control measures need to added?

Absolutely. It is unfair for an organisation like Facebook who have millions of users to be able to share user data without their consent. Users should be able turn location sharing

off if they wish to. Especially because users might not be able to completely be aware of how these ad companies use their data. Is it just for ad purposes, or for other purposes too. This can lead to serious issues regarding privacy.

19. On the basis of your opinions on the transparency of Facebook, the ease of use of it's control measures and the factor of location based ad targeting, what is your opinion on the level of control Facebook provides their user's with

I think in certain aspects Facebook provides its users with a decent amount of control. For example while using most features, users have the option to remove their location from being used. In addition, users have the option to completely stop from their location being used completely. However, in other areas such as location based ad targeting, user have virtually no control. Even if they are aware of this fact, they still do not have options to have much control. This a concerning issue and Facebook must in the future address it.

Candidate 4	
Age	51
Sex	Male
Facebook Daily Usage	(1 – 2 hours) moderately
Platform of most Facebook Usage	Web
Location enabled features aware of and used	<ul style="list-style-type: none"> <li>• Location-enabled status, picture and video posting</li> <li>• Check-ins</li> <li>• Location sharing through instant messaging</li> </ul>

1. For how long and how often have you been using these locations enabled features mentioned above?  
Maybe for the past few years.
2. Is there anything specifically about location usage and sharing that appeals to you?  
There is nothing specific, but it is an interesting way to share status posts and picture posts. In a way it adds richness to the experience.
1. Do you Facebook is providing users (especially new users) with an accurate ground to understand what location based data can be collected and used?  
No, not really. Unless you perhaps research the organisation, it is difficult for you to understand what location data can be collected. There those two permission statements when you download the application, but I don't think they convey much anyway.
2. Do you think Facebook should display more information enabling new/prospective Facebook users understand what location information is retrieved and how this information may be used?

It is important for users to understand what information can be taken from them, especially if it can lead to dangerous offences. Facebook in itself has been named in so many different kidnappings and assaults. For the reason of people's safety and privacy they have allow them to understand what information is taken and how it can be used. This will atleast allow them to be aware, and maybe control the information they share online.

3. How do you think Facebook can improve their current means of informing new users about location data collection and usage? Please provide some suggestions  
They can release a terms and conditions like document where they mention all instances of data capture and use. It should be written in a straightforward and direct manner. This will atleast allow this information to be accessible to individuals who require it
4. When using the location- enabled features during the usability testing, did you feel informed at all stages (like notifications when your current location was being tracked or the source of your checked into location)? Did you at any point feel that there was insufficient feedback as to if Facebook was tracing your current location or the source of any checked into locations  
The check-in section was a little confusing, because there were various cities marked on the map. I have visited these cities, but I don't remember posting about or being tagged into anybody else's posts. This raises the question if Facebook constantly tracks your location without you being aware. There were very few instances where Facebook did provide immediate feedback. But, in most cases that wasn't a bad thing because the features were self explanatory.
5. In continuation to the above question, how can Facebook improve the quality of information provided through immediate feedback when using location-enabled features? Please provide some suggestions  
When the mouse moves over each location in the check in section, display a statement regarding where Facebook got this information from. At the very least keep the user informed.
6. Were you aware Facebook uses your information for location-based ads targeting. This is when Facebook shares your location based information with various advertising companies. When browsing through Facebook, were you able to pick up on this information?  
I am aware of businesses using Facebook's user's information for marketing purposes. However, browsing through Facebook I was not able pick up that they share my location data for advertisement purposes.
7. Do you think Facebook should be more transparent about location-based ad targeting using their privacy settings, permissions and information feedback when browsing through, without users having to conduct additional research? If so, why?  
Yes, sharing your location details to companies whose policies you aren't aware of is concerning. But, at the same time if Facebook blatantly states exactly how user information is shared to third party companies, it might stop users from sharing as much location data on their profiles. This can cause Facebook to lose revenue on location based ad targeting. Businesses operates for profits; hence why will they take a course of action that can hurt their profits.
8. Can you provide some suggestions regarding how Facebook can be transparent regarding location-based ad targeting?  
Next to each ad, inform the user what data was shared. As mentioned before, at the very least keep the user informed

9. Do you think the amount of transparency of location data displayed by Facebook influences the level of control users have over the location data captured and used? Of course, how can someone control something they aren't aware of. With that being said, users can research companies online, but this still may not uncover extremely concerning and shady business practices.

#### Usability Questions

10. On the whole what did you particularly like about the location enabled features and its control measures used during usability testing?  
It's way of sharing something different. It adds more interest to otherwise basic status and picture posts.
11. Did you dislike or feel negatively about any aspects about these locations enabled features and their control features?  
Privacy. When people overly share their locations, they do not consider how this information can be used and who else has access to this information.
12. During the usability testing, did you find it difficult to complete any of tasks? Why did you feel it was difficult?  
No, all tasks given were simple and straightforward.
13. Do you wish for more control measures when using location enabled features? Do you think users can appropriately control location data captured based on the control measures provided?  
Most of the control measures were reasonably functional. I would have liked to see the option to delete a specific checked-in location from your check-in section.
14. Are you satisfied with Facebook's current location services settings? Are you aware of what this setting controls?  
Well it is good because it allows you to turn location tracking off, which is very useful.
15. How do you think turning location off will affect the location data Facebook shares with third party organisations?  
Well I cannot say for sure. I'm speculating that maybe they cannot track your current location, but still will share your stored location history to third party organisations.
16. Facebook does not have any comprehensive privacy settings that allows user to control their location data being shared with third party organisations. What are your thoughts on this? Do you think it is important for in this scenario control measures need to be added?  
Yes, very much. This is especially an area where users should be given the choice. Users should be given the provision to not allow Facebook to share any aspect about their personal data to third party organisations. It concerns me that this is a price people currently have to pay when signing up with social media organisations.
17. On the basis of your opinions on the transparency of Facebook, the ease of use of its control measures and the factor of location based ad targeting, what is your opinion on the level of control Facebook provides their user's with  
I would say not a lot of control. I am saying this because I feel like in a lot of cases I am not even aware of the data Facebook takes from me and my profile. There is also Facebook ads where noticeably users do not have very much control over what happens to their personal

data. This is an concerning issue, but it is also reality with most social media organisations and I think people are aware of this.

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# Appendix B

## Interviews on trust and the importance of trust

Candidate 1

Age	18 or younger
Facebook Daily Usage	(1 – 2 hours) moderately

1. Do you consider trust when using Facebook?  
I think thinking about trust and Facebook together is complicated. I don't think about trust when I use Facebook, but I think that is more a defence mechanism because considering all the moral issues Facebook faces on a regular basis.
2. How would you say, you demonstrate trust with Facebook?  
I guess on a subconscious level you already display trust with Facebook when you use it. Consciously I don't believe that I display trust with Facebook.
3. If you feel you don't trust your data with Facebook, would you still use it?  
Yes, I don't think I trust Facebook at the moment. However, I still use it on a regular basis. I don't think any organisation on the internet run on the basis of trust. There is always the worry that you could be hacked into, your privacy can be breached or your data can be sold. However, we live in a time where people are dependant on social media for communication.
4. Do you think trust is a factor that determines the number of users creating or deleting their account on Facebook?  
I don't think so. I don't think the word "trust" configures in people's head when they join and use Facebook.
5. If trust is not a major concern for users, should Facebook still try to take measures to ensure users trust the application?  
Yes, why not? I am always in favour of organisations behaving ethically and treating their customers fairly. However, in Facebook's perception millions of people all around the world use Facebook. That figure can be interpreted as that people already trust Facebook enough to use, hence current measures taken are enough

Candidate 2

Age	19 - 25
Facebook Daily Usage	(1 – 2 hours) moderately

1. Do you consider trust when using Facebook?  
Yes, I do. If I feel certain aspects can be misused or I don't trust those aspects to be safe, I will try to make restrictions using privacy settings.
2. How would you say, you demonstrate trust with Facebook?  
I think using it regularly is in itself a good indication of trust with Facebook. However, If I feel certain data of mine can be misused then I simply don't post that data.
3. If you feel you don't trust your data with Facebook, would you still use it?  
That's hard question. I think at the moment I trust Facebook enough to use. I still cannot say that I completely trust Facebook. If in the future there are major data breaches associated with Facebook, I will perhaps stop using it.
4. Do you think trust is a factor that determines the number of users creating or deleting their account on Facebook?  
No, I would not say so. I don't see how Facebook can lose all their users or even most of their users even if there were major privacy breaches. This is just how social media works, people are so dependent on them that don't have to behave in a fair manner.
5. If trust is not a major concern for users, should Facebook still try to take measures to ensure users trust the application?  
Yes, of course. I actually think this can increase the number of users that join Facebook, if people could feel emotion trust with Facebook. Also, people like myself will feel more confident using Facebook.

Candidate 3

Age	19 - 25
Facebook Daily Usage	(1 – 2 hours) moderately

1. Do you consider trust when using Facebook?  
Yeah, I would say that I do. I think just the fear of sometimes having my personal information misused causes me to not post them.
2. How would you say, you demonstrate trust with Facebook?  
I don't think I trust Facebook. I hardly believe that there is trust between any social media company and the user. I use Facebook cautiously so I don't feel like they can misuse my information.
3. If you feel you don't trust your data with Facebook, would you still use it?  
Yes, I still would. I think it's unrealistic to expect trust out of a company like Facebook. Facebook is a business that operates for profits. I don't think ethical issues are considered very often at Facebook.
4. Do you think trust is a factor that determines the number of users creating or deleting their account on Facebook?  
No. I don't think anybody would say that they completely trust Facebook. Facebook still has millions of users worldwide.
5. If trust is not a major concern for users, should Facebook still try to take measures to ensure users trust the application?  
Yes, it would be admirable if companies behaved more ethically and considered user's safety and privacy. I think creating a good relationship with their users will only help Facebook further with the success of their company.

Candidate 4

Age	25 - 40
Facebook Daily Usage	(1 – 2 hours) moderately

1. Do you consider trust when using Facebook?  
No. I do not consider trust when using Facebook. I don't think trust is a value in Facebook's business practices and therefore users do not expect it of them.
2. How would you say, you demonstrate trust with Facebook?  
I don't think I demonstrate trust with Facebook. I feel like my personal data online can be misused at any point, however that is the price you pay for being regular users of the internet.
3. If you feel you don't trust your data with Facebook, would you still use it?  
Yes, I don't trust Facebook and I still use it. I don't think I expected trust to be a part of my relationship with Facebook right from when I just joined Facebook. Everybody is on Facebook these days and people want to keep it with the times.
4. Do you think trust is a factor that determines the number of users creating or deleting their account on Facebook?  
Not at all. I don't think I know anyone who would not use Facebook because they all of sudden felt that they don't trust Facebook. As I said before, I think people join Facebook knowing that their information can potentially be misused. Facebook is not marketed on trust and hence people don't expect it of them.
5. If trust is not a major concern for users, should Facebook still try to take measures to ensure users trust the application?  
I guess it would be useful and it can help improve Facebook's reputation and hence perhaps improve customer loyalty. However, Facebook customers are still extremely loyal to Facebook. Therefore, I don't think Facebook has the incentive to take such measures.

