Q1 - How often do you use Facebook?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Once a week or less</td>
<td>0.84%</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>A few times per week</td>
<td>2.93%</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>Once every day</td>
<td>13.81%</td>
<td>33</td>
</tr>
<tr>
<td>4</td>
<td>Several times per day</td>
<td>82.43%</td>
<td>197</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>239</td>
</tr>
</tbody>
</table>
Q2 - What do you use Facebook for? Select all that apply.

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Staying up to date with friends and family</td>
<td>69.04%</td>
<td>165</td>
</tr>
<tr>
<td>2</td>
<td>Staying up to date with news</td>
<td>77.82%</td>
<td>186</td>
</tr>
<tr>
<td>3</td>
<td>To receive updates from Facebook pages that I like</td>
<td>70.29%</td>
<td>168</td>
</tr>
<tr>
<td>4</td>
<td>To manage a Facebook page for an organization I belong to</td>
<td>8.79%</td>
<td>21</td>
</tr>
<tr>
<td>5</td>
<td>Other (please specify)</td>
<td>1.26%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>239</td>
</tr>
</tbody>
</table>

Other (please specify)

Other (please specify)

To pass time; reward after study session; boredom
looking for knowledge and jokes
To post updates and share pictures about my life
Q3 - What type of device do you usually use to check Facebook?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mobile device (smartphone/tablet)</td>
<td>93.31%</td>
<td>223</td>
</tr>
<tr>
<td>2</td>
<td>Desktop/laptop computer</td>
<td>6.69%</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>239</td>
</tr>
</tbody>
</table>
Q4 - In the past twelve months has your use of Facebook... ?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Increased</td>
<td>30.54%</td>
<td>73</td>
</tr>
<tr>
<td>2</td>
<td>Decreased</td>
<td>12.55%</td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>Remained about the same</td>
<td>56.90%</td>
<td>136</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>239</td>
</tr>
</tbody>
</table>
Q5 - In recent interviews that the Library has conducted, we found that some students are unaware that Facebook uses your personal information to show you advertisements that it thinks are relevant to you.

How do you feel about this kind of targeting?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Extremely uncomfortable</td>
<td>7.53%</td>
<td>18</td>
</tr>
<tr>
<td>2</td>
<td>Moderately uncomfortable</td>
<td>20.92%</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>Slightly uncomfortable</td>
<td>34.73%</td>
<td>83</td>
</tr>
<tr>
<td>4</td>
<td>Neither comfortable nor uncomfortable</td>
<td>24.69%</td>
<td>59</td>
</tr>
<tr>
<td>5</td>
<td>Slightly comfortable</td>
<td>6.69%</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>Comfort Level</td>
<td>Percentage</td>
<td>Count</td>
</tr>
<tr>
<td>---</td>
<td>------------------------</td>
<td>------------</td>
<td>-------</td>
</tr>
<tr>
<td>6</td>
<td>Moderately comfortable</td>
<td>5.44%</td>
<td>13</td>
</tr>
<tr>
<td>7</td>
<td>Extremely comfortable</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>239</strong></td>
</tr>
</tbody>
</table>
Q6 - How would you feel about the Library targeting relevant promotional messages to you on Facebook?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Extremely uncomfortable</td>
<td>5.44%</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>Moderately uncomfortable</td>
<td>8.79%</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>Slightly uncomfortable</td>
<td>22.59%</td>
<td>54</td>
</tr>
<tr>
<td>4</td>
<td>Neither comfortable nor uncomfortable</td>
<td>41.00%</td>
<td>98</td>
</tr>
<tr>
<td>5</td>
<td>Slightly comfortable</td>
<td>15.48%</td>
<td>37</td>
</tr>
<tr>
<td>6</td>
<td>Moderately comfortable</td>
<td>5.44%</td>
<td>13</td>
</tr>
<tr>
<td>7</td>
<td>Extremely comfortable</td>
<td>1.26%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>239</td>
</tr>
</tbody>
</table>
Q11 - Have you ever used Facebook Ad Preferences to review and customize the information that Facebook uses to target advertising at you?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>31.80%</td>
<td>76</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>68.20%</td>
<td>163</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>239</td>
</tr>
</tbody>
</table>
Q7 - Do you have any other comments about the privacy of your personal data or about advertisements and promotional messages on Facebook? (optional)

<table>
<thead>
<tr>
<th>Do you have any other comments about the privacy of your personal data or a...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kind of terrible since the Facebook will know everything about a person. Some of the targeted ad maybe convenient, but most of them are very disturbing and like reading your mind, it's kind of uncomfortable to me. The ad shows up doesn't mean the product or the service is one of the best, only means the company is paying for it. That could be a kind of misleading to some other.</td>
</tr>
<tr>
<td>I think the positive side of this is I will get updated to the things i am interested in easily.</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Unsafe. Privacy data should be protected.</td>
</tr>
<tr>
<td>as long as my personal information is not sold to other unauthorized and illegal firms for illegal use, I'm ok with that.</td>
</tr>
<tr>
<td>It can very annoying at times</td>
</tr>
<tr>
<td>In fact, it makes me think that my personal data were being used by other people without my allowance.</td>
</tr>
<tr>
<td>I think it is mutual, we get info, maintain connection from the facebook, we sell our preference unknowingly</td>
</tr>
<tr>
<td>I think it is a good idea for the Library to target the relevant promotional messages to the student on Facebook</td>
</tr>
<tr>
<td>no</td>
</tr>
<tr>
<td>Sometimes it actually helps me to find some goods I am looking for, but most of the time I do not want to see them very much.</td>
</tr>
<tr>
<td>I am aware that Facebook uses my personal information. Although I don't like it very much, I won't stop using Facebook because of it.</td>
</tr>
<tr>
<td>There's no free lunch in the world, Ads based on personal data would be reasonable costs for using free online services.</td>
</tr>
<tr>
<td>I really concern about if Facebook would sell this kind of information to other company without permission</td>
</tr>
<tr>
<td>Very disappointed by Facebook’s policy on protecting my privacy.</td>
</tr>
</tbody>
</table>