

Supplementary material to: [Nyoni and Velempini. S Afr J Sci. 2018;114\(5/6\), Art. #2017-0103, 5 pages.](#)

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Appendix 1: Online observation checklist

	Research question		Framework question	Response
1.	Demographics	1.1	What is the user's gender?	Male (1), female (2)
		1.2	What is the user's age?	18–25 (1), 25–30 (2), 30–35 (3), 35–40 (4)
		1.3	What is the user's hometown?	Mafikeng (1), Lichtenburg (2), Potchefstroom (3), Zeerust (4), other (5)
		1.4	Where does the user work?	NWU (1), other (2), none (3)
2.	What private details are available on the user's profile?	2.1	What level of detail has the user placed in their profile?	Full details (1), partial details (2), none (3)
		2.2	How many friends does a user have on their profile?	0–100 (1), 100–200 (2), 200–300 (3), 300–400 (4), 500+ (5)
		2.3	Does the user share their geo-location with friends?	Often (1), sometimes (2), never (3)
		2.4	What category of Likes does the user have?	Entertainment (1), Technology (2), Automobile (3), Fashion (4), Food (5), News (6), Sports (7), Religion (8)
		2.5	What is the user's primary choice for accessing Facebook?	Desktop (1), mobile (2)

	Research question		Framework question	Response
2.	What are the Timeline activities of users on Facebook?	2.1	What is the frequency of the user posting on their wall?	Daily (1), weekly (2), monthly (3)
		2.2	Does the user share events they are attending regularly?	Often (1), sometimes (2), never (3)
		2.3	What is the major activity of the user?	Posting (1), commenting on other profiles (2), 'Liking' comments pages (3), uploading pictures (4)
		2.4	How often does the user get tagged in others photographs?	Often (1), sometimes (2), never (3)
3.	What type of third party content do users make use of?	3.1	What type of programs does the user utilise on Facebook?	Games (1), social (2), Facebook-related programs (such as create a football jersey or who is viewing my profile?) (3)
		3.2	How often does the user utilise these programs on Facebook?	Often (1), sometimes (2), never (3)
		3.3	How often do Facebook programs (games, etc) post using the user's identity to promote themselves?	Often (1), Sometimes (2), Never (3)
		3.4	How often do users recommend or praise a product, store or interest of theirs (i.e football team)?	Often (1), Sometimes (2), Never (3)