Appendix A:
Semi-Structured Questionnaire for Focus Groups

Topic	Main Questions	Follow-up Questions	Probe
General use of social networking sites (SNS')	Which social networking sites do students in your school use most frequently?	• How often are these SNS's used? • How do most students access SNS's? • Why are some SNS's used than others? [F/U assumes students indicate variation in usage] • Have these types of SNS's always been the most frequently used by students or were there others that were more frequently used?	• Can you tell me a bit more... like what made students want to switch to a different SNS?
Motivations for using SNS's.	Why do so many people your age use social networking sites (SNS's)?	• What is it about SNS's that they like so much? • What don't they like or wish was different?	
Motivations for posting online content.	What types of things do people your age post about online?	• Do some posts get more attention than others? • What's the difference between posting, sharing, liking and commenting on messages? • Are there any reasons why students might not post something on a SNS?	• Why is that? • Why might someone "like" a message while someone else might "share" it? What's the difference? • What are they most concerned about?
Challenges of using SNS's as an intervention to reach adolescents.	In the past, organizations have tried using SNS's to educate people your age about things like underage drinking, dating violence etc. but have not been very successful at reaching people your age. Why do you think that is?	• If we were to develop messages about living above the influence and post them on (SNS'), would people your age share, like or comment on them? [Prompt with examples (online images, videos, etc.) from ATI, other federally funded substance prevention campaigns and teen generated content]	• Why or why not? • What could be done differently?
	If someone your age was asked to develop their own message and then post it on social media as part of a campaign to reduce substance use, what are some reasons they may or may not want to participate?	• What are some positive things they might get from participating? • Are there any negative things that could happen? • What do you think their message would say or look like?	
Conclusion	That wraps up my questions. Before we finish, is there anything else about the use of social networking sites that we should have asked about?		