

## MULTIMEDIA APPENDIX 1: Study Survey Measures

### Demographics and Facebook Use (assessed at baseline only)

What is your gender?

- Male
- Female

What is your date of birth?

Month \_\_ \_\_  
Day \_\_ \_\_  
Year \_\_ \_\_ \_\_ \_\_

How far did you go in school?

- less than seventh grade
- junior high school (seventh through eighth grade)
- partial high school (ninth through eleventh grade)
- high school graduate/GED
- partial college (at least 1 year) or vocational training
- standard college or university graduate
- graduate degree or professional training

About how many Facebook friends do you have?

- 10 or less
- 11-50
- 51-100
- 101-150
- 151-200
- 201-250
- 251-300
- 301-400
- More than 400

In the past week, on average, approximately how long per day have you spent on Facebook?

- Less than 10 minutes
- 10-30 minutes
- 31-60 minutes
- 1-2 hours

- 2-3 hours
- More than 3 hours

**Knowledge about Skin Cancer Risk Factors** (assessed at baseline and follow-up)

Please answer each question by answering True or False.

There is no need to worry about getting skin cancer if you are exposed to the sun ten to twenty minutes.	True	False
If a person is in the sun for only 2 weeks a year, he or she is not likely to get skin cancer.	True	False
Sun exposure in childhood increases the chances of getting melanoma as an adult.	True	False
People with light hair and skin are at greater risk for getting melanoma.	True	False
Melanoma skin cancer is the most deadly form of skin cancer.	True	False
Melanoma has a very good cure rate if it is caught early.	True	False
Melanomas can only develop on parts of our skin that are exposed to the sun.	True	False
People with dark skin can't get melanoma.	True	False
Sun exposure is the greatest preventable risk factor for melanoma.	True	False
If you have family members who have had melanoma, you do not have a greater risk of developing this disease yourself.	True	False
You can still burn on overcast days, and even while sitting in the shade of an umbrella.	True	False
Children, in particular, should be protected from traumatic sunburns due to the greatly increased risk of melanoma later in life.	True	False
Melanoma is diagnosed as often now as it was 50 years ago.	True	False

**Family Perceptions about Skin Cancer Risk, Sun Protection, and Skin Self-Examination** (assessed at baseline and follow-up)

These next statements reflect the way people think about skin cancer risk reduction and their families. By family, we mean your spouse, your children, and your siblings. The questions ask about both sun protection and skin self-examinations. A skin self-examination means checking your skin for any abnormal moles or growths that could be skin cancer. Please indicate how much

you agree or disagree with each statement. You can say that you strongly disagree, disagree, are undecided, agree, or strongly agree.

*1 = Strongly Disagree*

*2 = Disagree*

*3 = Undecided*

*4 = Agree*

*5 = Strongly Agree*

- \_\_\_\_\_ I talk with my family members about skin cancer risk.
- \_\_\_\_\_ If my family members engage in regular sun protection, I would say it is a good idea.
- \_\_\_\_\_ If my family members engage in skin self-examinations, I would say it is a good idea.
- \_\_\_\_\_ I sometimes think of ways that could get my family to reduce their risk for skin cancer.
- \_\_\_\_\_ I think about how engaging in sun protection and skin self-examinations can help my family to stay healthy.
- \_\_\_\_\_ Engaging in regular sun protection and skin self-examinations are important for me and my family.
- \_\_\_\_\_ If I engage in regular sun protection and skin self-examinations, it would be beneficial to my family.
- \_\_\_\_\_ Whether my family members engage in regular sun protection and skin self-examinations could impact my future too.
- \_\_\_\_\_ I can think of reasons that engaging in better sun protection would be beneficial to my family members.

**Family Support** (assessed at baseline and follow-up)

Please choose only one response for each of the following questions. Please indicate how much you agree or disagree with each statement. You can say that you strongly disagree, disagree, are undecided, agree, or strongly agree.

*1 = Strongly Disagree*

*2 = Disagree*

*3 = Undecided*

*4 = Agree*

*5 = Strongly Agree*

- \_\_\_\_\_ I support my family members engaging in regular sun protection

- \_\_\_\_\_ I support my family members engaging in regular skin self-examinations
- \_\_\_\_\_ It is important to me that my family members engage in regular sun protection
- \_\_\_\_\_ It is important to me that my family members engage in regular skin self-examinations

**Benefits of Sun protection** (assessed at baseline and follow-up)

Please read the following statements and use the scale below to indicate how much you agree with each one.

	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Regularly wearing sunscreen when I am in the sun would reduce my chances of getting skin cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting my skin from the sun using sunscreen will help me to look younger for longer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using sunscreen is an effective way to avoid getting sunburnt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wearing sun-protective clothing (e.g., shirt, wide-brimmed hat) when in the sun will help reduce my risk of getting skin cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wearing a wide-brimmed hat when in the sun will reduce my risk of getting sunburnt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wearing sun-protective clothing (e.g., shirt, wide-brimmed hat) when in the sun will help my skin to look younger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My skin won't age so fast if I avoid the sun in the middle of the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I can avoid getting sunburnt by staying out of the sun in the middle of the day

**Barriers to Using Sunscreen** (assessed at baseline and follow-up)

Please read the following statements and use the scale below to indicate how much you agree with each one. Below are some commonly-reported barriers to using sunscreen. Please rate the degree to which you agree or disagree with each statement.

<b>Wearing Sunscreen...</b>	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Is inconvenient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is difficult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is unpleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is something I'm not comfortable doing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interferes with work or leisure activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is not part of my daily routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prevents me from getting the suntan that I would like to have	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is hard because I don't know what kind of sunscreen to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would make my skin feel too greasy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <b>I don't ...</b>	 Strongly Disagree	 Somewhat Disagree	 Neither Agree nor Disagree	 Somewhat Agree	 Strongly Agree
Like putting lotions on my skin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Like putting chemicals on my skin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Like having a scent on my skin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Like how sunscreen looks on my skin (example: skin is too shiny)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go out for long enough to need it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Barriers to Wearing Sun Protective Clothing** (assessed at baseline and follow-up)

Please read the following statements and use the scale below to indicate how much you agree with each one. Below are some commonly-reported barriers to wearing sun-protective clothing (long sleeves, long pants, and a wide-brimmed hat) when outside on a warm sunny day. Please rate the degree to which you agree or disagree with each statement.

<b>Wearing sun-protective clothing...</b>	<b>Strongly Disagree</b>	<b>Somewhat Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Agree</b>	<b>Strongly Agree</b>
Is uncomfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is difficult	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is inconvenient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is not something I'm comfortable doing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interferes with work or leisure activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is not part of my daily routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prevents me from getting the suntan that I would like to have	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would cause me to sweat more	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would make me feel too hot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is not attractive on me (hats don't look good on me and/or long sleeves in summer aren't stylish)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>I don't ...</b>	Strongly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Strongly Agree
Know where to find sun protective clothing or hats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Benefits of Skin Self-Examination** (assessed at baseline and follow-up)

Please rate each the following statements using the scale below to indicate how much you agree with each one.

- 1 = Strongly Disagree*
- 2 = Moderately Disagree*
- 3 = Somewhat Disagree*
- 4 = Somewhat Agree*
- 5 = Moderately Agree*
- 6 = Strongly Agree*

- \_\_\_\_\_ By doing skin self-examination, I can find moles or growths on my skin that are cancerous or may become cancerous.
- \_\_\_\_\_ Doing skin self-examination is a part of overall good health care.
- \_\_\_\_\_ Skin self-examination is very important for people with my history of cancer in the family.
- \_\_\_\_\_ Regular skin self-examination would help me to live a long life.
- \_\_\_\_\_ Those people who are close to me will benefit if I do regular skin self-examination.
- \_\_\_\_\_ Doing regular skin self-examination would provide me peace of mind about my health.
- \_\_\_\_\_ Doing regular skin self-examination would help me feel in control of my health.
- \_\_\_\_\_ Doing regular skin self-examination would help me to avoid developing a more serious form of skin cancer.

**Barriers to Skin Self-Examination** (assessed at baseline and follow-up)

Please rate each the following statements using the scale below to indicate how much you agree with each one.

- 1 = Strongly Disagree*
- 2 = Moderately Disagree*
- 3 = Somewhat Disagree*
- 4 = Somewhat Agree*
- 5 = Moderately Agree*
- 6 = Strongly Agree*

- \_\_\_\_\_ I would be more likely to do skin self-examination if my doctor or other health care professional said that it was very important.
- \_\_\_\_\_ I do not feel confident performing skin self-examination.
- \_\_\_\_\_ There are so many moles and freckles on my body that performing a skin self-examination would be difficult.
- \_\_\_\_\_ Doing a skin self-examination makes me nervous because I am not sure what skin cancer would look like.
- \_\_\_\_\_ The thought of finding an abnormal mole or growth makes me quite anxious.
- \_\_\_\_\_ Doing skin self-examination would be very embarrassing.
- \_\_\_\_\_ Staying out of the sun lowers my risk for skin cancer, and so I do not really need to do a skin self-examination regularly.
- \_\_\_\_\_ Doing skin self-examination would get in the way of other things I have to do for myself and others.
- \_\_\_\_\_ It would take too much time to do regular skin self-examination.
- \_\_\_\_\_ I would prefer that a doctor or other health care professional examine my skin for signs of skin cancer rather than having to do my own skin self-examination.
- \_\_\_\_\_ Doing skin self-examination would be somewhat difficult as I do not know exactly what I am looking for.

**Tanning Norms** (assessed at baseline and follow-up)

Please rate each of the following statements using the scale below to indicate how much you agree with each one.

- 1 = Strongly Disagree*
- 2 = Moderately Disagree*
- 3 = Somewhat Disagree*
- 4 = Somewhat Agree*
- 5 = Moderately Agree*
- 6 = Strongly Agree*

- \_\_\_\_\_ My friends and/or family sunbathe on a regular basis.
- \_\_\_\_\_ Most of my friends and/or family are tan.
- \_\_\_\_\_ It would be okay with my friends and/or family if I sunbathed.
- \_\_\_\_\_ Most of my friends and/or family feel that a suntan is a good thing.
- \_\_\_\_\_ My friends and/or family disapprove of people who tan.

**Sun Protection Norms** (assessed at baseline and follow-up)

Please rate each of the following statements using the scale below to indicate how much you agree with each one.

- 1 = Strongly Disagree*
- 2 = Moderately Disagree*
- 3 = Somewhat Disagree*
- 4 = Somewhat Agree*
- 5 = Moderately Agree*
- 6 = Strongly Agree*

- \_\_\_\_\_ My friends and/or family wear protective clothing, like a shirt or a hat, on a regular basis when in the sun.
- \_\_\_\_\_ My friends and/or family use sunscreen with an SPF of at least 15 when they are in the sun.
- \_\_\_\_\_ My friends and/or family go to all lengths to protect their skin from the sun.
- \_\_\_\_\_ My friends and/or family think I should wear sunscreen with an SPF of at least 15 when I am in the sun.
- \_\_\_\_\_ Most people use sunscreen when they are outdoors.

- \_\_\_ Most people wear hats when they are outdoors.
- \_\_\_ Most people cover up when they are outdoors.

**Image Norms for Tanness** (assessed at baseline and follow-up)

Please rate each of the following statements using the scale below to indicate how much you agree with each one.

- 1 = Strongly Disagree*
- 2 = Moderately Disagree*
- 3 = Somewhat Disagree*
- 4 = Somewhat Agree*
- 5 = Moderately Agree*
- 6 = Strongly Agree*

- \_\_\_ People in the media (celebrities, movie stars) always seem to have a suntan.
- \_\_\_ I believe that there is a trend towards paler models.
- \_\_\_ I think that to be a successful TV star, you should have a suntan.
- \_\_\_ It seems that society wants people to be tanned and attractive.
- \_\_\_ I can think of many TV stars who are pale and attractive.

**Sun Protection Intentions** (assessed at baseline and follow-up)

Please answer each of the following questions using the scale below.

- |                   |          |          |                 |          |          |                   |
|-------------------|----------|----------|-----------------|----------|----------|-------------------|
| <i>1</i>          | <i>2</i> | <i>3</i> | <i>4</i>        | <i>5</i> | <i>6</i> | <i>7</i>          |
| <i>Not at all</i> |          |          | <i>Somewhat</i> |          |          | <i>Definitely</i> |

- \_\_\_ Do you plan to avoid the sun as much as possible in the next year?
- \_\_\_ Do you plan to protect yourself from sun exposure on a regular basis when you are out in the sun for more than 30 minutes in the next year?
- \_\_\_ Do you plan to use sunscreen with an SPF of at least 15 on a regular basis when you are out in the sun for more than 30 minutes in the next year?
- \_\_\_ Do you plan to wear a wide-brimmed hat on a regular basis when you are out in the sun for more than 30 minutes in the next year?
- \_\_\_ Do you plan to wear a shirt with long sleeves on a regular basis when you are out in the sun for more than 30 minutes in the next year?

- \_\_\_\_\_ Do you plan to stay in the shade or under an umbrella on a regular basis when you are out in the sun for more than 30 minutes in the next year?
- \_\_\_\_\_ Do you plan to wear long pants or other clothing that reaches the ankles when you are out in the sun for more than 30 minutes in the next year?
- \_\_\_\_\_ Do you plan to wear sunglasses when you are out in the sun for more than 30 minutes in the next year?

**Skin Self-Examination Intentions** (assessed at baseline and follow-up)

How likely are you to do a skin self-examination in the next 6 months?

1	2	3	4	5	6	7
<i>Not at all likely</i>			<i>Somewhat likely</i>			<i>Extremely likely</i>

Do you plan to conduct skin self-examinations regularly in the next year?

1	2	3	4	5	6	7
<i>Not at all</i>			<i>Somewhat</i>			<i>Definitely</i>

**Total Cutaneous Examination Intentions** (assessed at baseline and follow-up)

How likely are you to go to your doctor and have a total skin examination in the next year?

1	2	3	4	5	6	7
<i>Not at all likely</i>			<i>Somewhat likely</i>			<i>Extremely likely</i>

## Evaluation of the Facebook Groups (assessed immediately after group completion)

### Evaluation of the content

How helpful were the messages and materials posted in the Facebook group and the group discussions?

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Not at all helpful</i>			<i>Somewhat helpful</i>			<i>Extremely helpful</i>

I learned something new from the posts in the Facebook group and from the group discussions.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

The information I received from the posts and group discussions was interesting.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

The information I received from the posts and group discussion was valuable.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

The information that was posted in the group appeared to be accurate/correct.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

The information I received was relevant to my family and me.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

I could identify with a lot of the posts.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

Helped prepare participants to discuss sun protection and exams with one's family

The information I received made it easier for me to talk to my family about engaging in better sun protection practices.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

The information I received made it easier for me to talk to my family about skin self-exams.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

The information I received made it easier for me to talk to my family about skin exams performed by a doctor.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

Participating in the group helped me understand how better sun protection practices, skin self-exams and exams by a doctor might benefit my family.

1	2	3	4	5	6	7
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

After participating in the group and viewing posts, I feel more prepared to talk to my family about engaging in regular sun protection, skin self-exams and exams by a doctor.

1	2	3	4	5	6	7
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

Overall Facebook experience

I felt comfortable participating in the discussions that we had on the Facebook group.

1	2	3	4	5	6	7
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

I felt like I was actively involved in the Facebook Group?

1	2	3	4	5	6	7
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

I felt connected to the other people in the group.

1	2	3	4	5	6	7
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

I could identify with other people in the group.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

I enjoyed expressing my opinions in the group.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

I paid attention to other people's comments in the group.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

I enjoyed reading other people's comments in the group.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>

I enjoyed reading the posts made in the Facebook group.

<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>Strongly disagree</i>			<i>Somewhat agree</i>			<i>Strongly agree</i>