

## Supplemental Material for the Web

### Study 1 (Quantitative Survey)

What year did you graduate from high school (please enter in XXXX format; for example, 2007)? \_\_\_\_\_

Which of the following best describes your relationship status in high school?

- Not in a relationship
- In a casual/dating relationship
- In multiple dating relationships
- In a serious (long term) relationship
- Married

All of the questions in this survey deal with the use of technology by adolescents. As such, when you answer these questions, we would like for you to think about how you would answer them when you were in high school (i.e., up until [HS Grad year])

Which of the following, if any, did you have and use by [HS Grad year]? (please mark all that apply).

- Desktop Computer
- Laptop Computer
- Cellphone
- Digital Camera
- Digital Camcorder (e.g., FLIP)
- MP3 Player (e.g., iPod)
- Webcam
- None of these

Please indicate which of the following activities you did regularly in high school (i.e., at least once per week). (please mark all that apply)

- Send and/or receive text messages
- Access a profile on a social-networking site (e.g., MySpace, Facebook, etc.)
- Access a profile on a dating or singles site (e.g., match, cupid, or eHarmony)
- View others' profiles/pictures on a social-networking site
- View others' profiles/pictures on a dating/singles site
- Write/update a personal blog
- Read others' personal blogs
- Send pictures/video on cellphone
- Receive pictures/video on cellphone
- Send pictures or video on a computer
- Receive pictures or video on a computer
- Post photos online (e.g., Facebook; Twitter)
- Post videos online (e.g., YouTube)
- Link to videos online (videos posted by someone else)
- None of the above
- Watch TV shows online
- Watch TV shows on your MP3 Player

This survey will include questions about “sexy messages and pictures” (e.g., suggestive messages or pictures sent to a boyfriend/girlfriend). The following section asks how common this behavior was among your peers in high school (i.e., up until [HS Grad year]). It is IMPORTANT that you understand what we mean so that we interpret your answers correctly. Please keep the following in mind as you read and answer each question:

Any time that we ask about “sexy pictures/video,” we are talking about sexually suggestive, semi-nude, or nude personal pictures/video taken of oneself (alone or by a friend) – not those found on the internet or received from a stranger (like spam), etc.

And any time we ask about “sexy messages,” we are talking about sexually suggestive written personal texts, emails, IMs, etc. – and not those you might receive from a stranger (like spam).

Throughout this survey, messages only refers to those written electronically (in emails, texts, IMs, etc.) – and pictures/video only refers only to those captured electronically (on a cellphone or digital camera/camcorder).

Again, the following section asks how common the use of sexy messages and sexy pictures/video WAS AMONG YOUR PEERS IN HIGH SCHOOL. Given the sensitive nature of these questions, if you are uncomfortable proceeding, you may choose to skip the next section of the survey at this time. Please indicate your preference below:

- I am comfortable answering general questions about the behaviors of my peers in high school.
- I am NOT comfortable answering general questions about the behaviors of my peers in high school, and would like to skip this part of the survey now.

{Participants indicating “not comfortable” were thanked and dismissed from the study}

How common would you say each of the following WAS among teens your age WHEN YOU WERE IN HIGH SCHOOL?

(1 = Not at all Common; 5 = Extremely Common; 6 = Do not Know)

1. Sending sexy messages to someone else
2. Sharing sexy messages with people other than the one(s) they were meant for
3. Sending of sexy pictures/video of oneself to someone else
4. Posting sexy pictures/video of oneself online
5. Sharing sexy pictures/video with people other than the one(s) they were meant for

Looking back to high school, rank the following activities according to whether they were more common amongst guys, girls, or both equally?

(1 = A lot more common—MALES; 4 = Equally common—MALES & FEMALES; 7 = A lot more common—FEMALES; 8 = Don't know)

1. Sending sexy messages to someone else
2. Sharing sexy messages with people other than the one(s) they were meant for
3. Sending of sexy pictures/video of oneself to someone else
4. Posting sexy pictures/video of oneself online
5. Sharing sexy pictures/video with people other than the one(s) they were meant for

Thinking back to high school, what do you think were the reasons that **girls** sent / posted sexy messages or pictures/video of themselves? Please mark all that apply.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> To get or keep a guy's attention            | <input type="checkbox"/> To get a guy to like them | <input type="checkbox"/> In response to one she received |
| <input type="checkbox"/> Guy pressured them to send it               | <input type="checkbox"/> Pressure from friends     | <input type="checkbox"/> None of these / don't know      |
| <input type="checkbox"/> As a "sexy" present for a significant other | <input type="checkbox"/> To get positive feedback  | <input type="checkbox"/> Other _____                     |
| <input type="checkbox"/> To feel sexy                                | <input type="checkbox"/> To be fun/ flirtatious    |  |
|  | <input type="checkbox"/> To get noticed            |  |

Thinking back to high school, what do you think were the reasons that **guys** sent / posted sexy messages or pictures/video of themselves? Please mark all that apply.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> To get or keep a girl's attention           | <input type="checkbox"/> To get a girl to like them | <input type="checkbox"/> In response to one he received |
| <input type="checkbox"/> Girl pressured them to send it              | <input type="checkbox"/> Pressure from friends      | <input type="checkbox"/> None of these / don't know     |
| <input type="checkbox"/> As a "sexy" present for a significant other | <input type="checkbox"/> To get positive feedback   | <input type="checkbox"/> Other _____                    |
| <input type="checkbox"/> To feel sexy                                | <input type="checkbox"/> To be fun/ flirtatious     |   |
|  | <input type="checkbox"/> To get noticed             |   |

Thinking back to how you felt in high school, please indicate your level of agreement with how the following words describe the activity of sending or posting suggestive messages or nude / semi-nude pictures or video of oneself?

(1 = Strongly Disagree; 7 = Strongly Agree; 8 = Do not Know)

- |           |              |
|-----------|--------------|
| 1. Flirty | 6. Dangerous |
| 2. Gross  | 7. Exciting  |
| 3. Hot    | 8. Fun       |
| 4. Lame   | 9. Harmless  |
| 5. Stupid | 10. Immoral  |

Thinking back to how you felt in high school, please indicate your level of agreement with how the following words describe individuals who sent or posted suggestive messages or nude / semi-nude pictures or video of oneself?

(1 = Strongly Disagree; 7 = Strongly Agree; 8 = Do not Know)

- |              |              |
|--------------|--------------|
| 1. Flirty    | 8. Cool      |
| 2. Gross     | 9. Desperate |
| 3. Hot       | 10. Funny    |
| 4. Lame      | 11. Immature |
| 5. Stupid    | 12. Insecure |
| 6. Bold      | 13. Slutty   |
| 7. Confident |              |

Thinking back to when you were in high school, what are reasons you would have been concerned about sending or posting sexy messages or pictures/video of yourself? Please mark all that apply.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Already had a bad experience                              | <input type="checkbox"/> Could hurt my family's reputation         | <input type="checkbox"/> Might make people think I'm slutty in real life |
| <input type="checkbox"/> Could disappoint family                                   | <input type="checkbox"/> Could get in trouble with the law         |  |
| <input type="checkbox"/> Could disappoint friends                                  | <input type="checkbox"/> Could get in trouble at school            | <input type="checkbox"/> It goes against my religious beliefs            |
| <input type="checkbox"/> Could disappoint teacher/coach                            | <input type="checkbox"/> College recruiter might see               | <input type="checkbox"/> Other: _____                                    |
| <input type="checkbox"/> Could hurt my relationship or chances with someone I like | <input type="checkbox"/> Potential (or current) employer might see | <input type="checkbox"/> None  |
| <input type="checkbox"/> Could hurt my reputation                                  | <input type="checkbox"/> Potential embarrassment                   |  |
|  | <input type="checkbox"/> Might regret it later                     |  |

Thinking back to when you were in high school, how much would you have agreed or disagreed with each of the following statements? (1 = Strongly Disagree; 7 = Strongly Agree; 8 = Do not Know)

1. There was pressure among people my age to post sexy pictures/video in their networking site profiles
2. Personal sexy messages and pictures/video usually ended up being seen by more than just those to whom they were sent
3. One had to be aware that sexy messages and pictures/video may end up being seen by more than just the intended recipient(s)
4. Girls had to worry about privacy (of sexy messages and pictures/video) more than guys did
5. People my age were more forward/aggressive using sexy messages and pictures/video than they were in real life
6. Sending personal sexy messages and pictures/video was no big deal
7. Sending personal sexy messages and pictures/video could have had serious negative consequences
8. My friends sent sexy pictures/video to someone
9. My friends posted sexy pictures/video on the internet
10. People who exchanged sexy messages or pictures/video were more likely to date or hook up with each other in real life
11. People who exchanged sexy messages or pictures/video were expected to date or hook up with each other in real life
12. I was more forward/aggressive using sexy messages and pictures/video than I was in real life
13. I was more forward/aggressive using sexy messages and pictures/video than I would have been if the technology was not available

Please indicate your age: \_\_\_\_\_

Please indicate your gender:

- Male  Female

Are you..... (multiple responses allowed)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Alaskan Native or American Islander | <input type="checkbox"/> Black / African-American | <input type="checkbox"/> White or Caucasian |
| <input type="checkbox"/> Asian or Pacific Islander           | <input type="checkbox"/> Hispanic / Latino        | <input type="checkbox"/> Other: _____       |

Is English your primary language?

- Yes  No

{Participants were thanked for their participation and were dismissed from the study}

## Study 2 (Qualitative Questionnaire)

This study will start with a few basic questions, and will then move into open-ended responses. Note that, if you do not know the answer to a particular question, you may just type “I don’t know.” Further, all of your responses are confidential. When you are ready, you may proceed.

What year did you graduate from high school (please enter in XXXX format; for example, 2007)? \_\_\_\_\_

Which of the following best describes your relationship status in high school?

- Not in a relationship
- In a casual/dating relationship
- In multiple dating relationships
- In a serious (long term) relationship
- Married

All of these questions deal with YOUR use of technology when you were an adolescent. As such, when you answer these questions, we would like for you to think about how you would answer them when you were in HIGH SCHOOL (i.e., up until [HS Grad year])

The next section asks questions about your ACTUAL use of sexy messages and sexy pictures/video DURING HIGH SCHOOL (i.e., the years leading up to [HS Grad year]). This behavior is known as “sexting.”

Given the sensitive nature of this topic, if you are uncomfortable proceeding, you may choose to stop participating in the survey at this time. Keep in mind, however, that any questions you answer in this survey are COMPLETELY CONFIDENTIAL and CANNOT BE LINKED TO YOU.

Please indicate your preference below:

- I am comfortable anonymously answering questions about my sexting behavior during high school.
- I am NOT comfortable anonymously answering questions about my sexting behavior during high school.

{Participants indicating “not comfortable” were thanked and dismissed from the study}

Which of the following, if any, did you do while in high school? (please mark all that apply)

- Sent a sexually suggestive message or picture/video to someone (email, IM, text, etc.)
- Shared a sexually suggestive message or picture/video with someone other than the one(s) it was originally meant for
- Posted a sexually suggestive message or picture/video to someone’s online profile (MySpace, Facebook, etc.)
- Had a sexually suggestive message or picture/video (originally meant to be private) shared with me
- Received a sexually suggestive message or picture/video from someone (email, IM, text, etc.)
- None of the above

{Participants indicating “None of the above” were thanked and dismissed from the study}

{ OPEN ENDED QUESTIONS }

1. Think back to high school. How would you describe yourself then, generally? Also, more specifically, would you have said you were flirtatious? Reserved? Open with your sexuality?
2. How did you first learn about sexting?
3. What did you think when you learned about sexting then? How did you react? Who, if anyone, influenced your reaction? How did they influence you?
4. Could you describe the events that led up to your choice to take part in sexting?
5. Why did you decide to take part in sexting during high school?
6. Did you or any of your friends in high school have any negative experiences with sexting? If so, please briefly describe below. How did you/they react?
7. In your opinion, do you think sexting makes teenagers more likely to be sexually active or less likely to be sexually active? Explain your reasoning or personal experience.
8. Would you describe your “high school self” as a risk-taker? Explain why or why not.

Please indicate your age: \_\_\_\_\_

Please indicate your gender:

Male

Female

Are you..... (multiple responses allowed)

Alaskan Native or American Islander

Black / African-American

White or Caucasian

Asian or Pacific Islander

Hispanic / Latino

Other: \_\_\_\_\_

Is English your primary language?

Yes

No

{Participants were thanked for their participation and were dismissed from the study}