

Interview Participants' Information – Non - museum Followers

(*F=Female, M = Male*)

Facebook Interview Participants						
	Pseudonym	Age	F/M	Occupation	Education Level	Country
1	Victoria	35-44	F	Computer science researcher	Postgraduate	Greece
2	Ian	45-54	M	Civil Servant	Postgraduate	Greece
3	Trudie	45-54	F	Teacher	Postgraduate	Japan
4	Manuel	35-44	M	Computer science Engineer	University	France
Twitter Interview Participants						
5	Wendy	35-44	F	Project manager	University	Netherlands
6	Aleta	45-54	F	Public Relations	Postgraduate	Greece
7	James	65+	M	Retired (Consultancy)	University	Australia