

Consent



Are you human? Detecting The Difference in Trust Evaluations between virtual and human influencers

Introduction

We invite you to take part in a research study being conducted by, Dr. Colin Conrad, who is a researcher at Dalhousie University, and by Anika Nissen, who is a visiting international researcher from University of Duisburg-Essen, Germany.

Purpose and Outline of the Research Study

With the growth of social media platforms, companies have started to more and more use social media and social media influencers as means to promote their products. Given that influencers gained great popularity, we are interested in how influencers are perceived with regard to trust and the likelihood to follow brand recommendations of influencers. By now, there are also computer-generated influencers, so called virtual influencers, that promote products and brands on Instagram which opens up new avenues. Some virtual influencers declare themselves as computer-generated, while others do not. The question arises here: will you be able to see the difference? In this study, you will get to see different Instagram posts from influencers – some of which are human, some are artificial, but we will not tell which is which. Our goal is to shine more light onto the perception and evaluation of the perceived trustworthiness of human versus virtual influencers using questionnaires.

What You Will Be Asked to Do

If you decide to participate in this research, you will be asked to fill out a questionnaire including demographic data like age and gender, as well as your familiarity with using Instagram and your general attitude towards influencers on Instagram. We expect that this study will take less than 20 minutes to complete.

How your information will be protected

Your participation in this study is entirely voluntary. You do not have to answer questions that you do not want to, and you are welcome to stop the survey at any time if you no longer want to participate. All you need to do is close your browser tab or window. We will not include any incomplete surveys in our analyses. If you do complete your survey and you change your mind later, we will not be able to remove the information you provided as we will not know which response is yours. Your responses to the survey will be anonymous. We will describe and share our findings in journal and conference articles. We will only report group results and not individual results. This means that you will not be identified in any way in our reports.

Anonymized data generated from the information you provide in this research may be shared publicly (most likely in digital form via the internet) to advance knowledge. We plan to deposit the data in the Dalhousie Scholars DataVerse repository and in a public research database called open science foundation (OSF). Though we do not collect any identifying information about you, we cannot guarantee your anonymity or predict how those who access the data will use them.

Benefits, Possible Risks and Discomforts There will be no direct benefit to you in participating in this research beyond the compensation of £3. The research, however,

might contribute to new knowledge related to ways of how people use social media and how they perceive virtual influencers. If you consent to participation, you will be compensated £3, regardless of whether you finish the task. If you would like to see a summary of the results, please visit Dr. Conrad's website after December 2022: <https://colinconrad.com/study-results/>

You should discuss any questions you have about this study with Dr. Colin Conrad. Please ask as many questions as you like at any time. His contact information is provided below:

Dr. Colin Conrad: colin.conrad@dal.ca

If you have any ethical concerns about your participation in this research, you may contact Research Ethics, Dalhousie University at (902) 494-3423, or email ethics@dal.ca (and reference REB file # 2022-6058).

If you agree to complete the survey, please continue.

Welcome!

Hello and welcome everyone to our online questionnaire on Instagram Influencers!

During the next 15 - 20 minutes (yes, please take your time here), you will see several Instagram Influencer posts. For each post, you are asked some questions about your subjective impressions of the influencer and the post.

Please be completely honest with us as your individual judgment matters most! Also don't - the answers you give are stored anonymized and cannot be traced back to you in any way.

We thank you very much that you take your time and help us with our research 🙏, and we hope that you enjoy your participation 😊

If you are joining us from Prolific, please add your prolific ID below.

HI_adhel_bol

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1 2 3 4 5

The influencer can be relied upon on her content.

1

2

Neutral

Totally agree

4

5

I would follow brand recommendations from the shown influencer.

1

2

3

4

5

I perceived the influencer as strange.

1

2

3

4

5

I would purchase a brand product based on the advice I am given by the shown influencer.

1

2

3

4

5

The influencer is straightforward and honest even though her self-interests are involved

1

2

3

4

5

I perceived the influencer as inhuman-like.

1

2

3

4

5

I perceived the 

influencer as
unappealing.

I perceived the 

influencer as
eerie.

The influencer 

would not tell a lie
even if she could
gain by it.

I believe what this 

influencer says
and that she
would not try to
take advantage of
the followers.

In the future, I 

would purchase
the products of
brands
recommended by
the shown
influencer.

Please take a closer look at the following Instagram post:





Please rate for the following statement how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

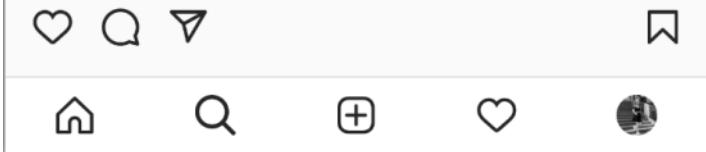
The shown influencer is a human being.

HI_chiaraferagni

Please take a closer look at the following Instagram post:

Post

chiaraferagni
Milan, Italy



Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

	Totally disagree	Neutral	Totally agree		
	1	2	3	4	5
I perceived the influencer as eerie.	<input checked="" type="radio"/>				<input type="text"/>
The influencer can be relied upon on her content.	<input checked="" type="radio"/>				<input type="text"/>
I would purchase a brand product based on the advice I am given by the shown influencer.	<input checked="" type="radio"/>				<input type="text"/>
In the future, I would purchase the products of brands	<input checked="" type="radio"/>				<input type="text"/>

recommended by
the shown
influencer.

The influencer
would not tell a lie
even if she could
gain by it.

I believe what this
influencer say and
that she would
not try to take
advantage of the
followers.

I perceived the
influencer as
unappealing.

I would follow
brand
recommendations
from the shown
influencer.

I perceived the
influencer as
strange.

I perceived the
influencer as
inhuman-like.

The influencer is
straightforward
and honest even
though her self-
interests are
involved



Please take a closer look at the following Instagram post:

The image shows a screenshot of an Instagram post. At the top left is a back arrow icon. In the center, the word "Post" is displayed. Below this, there is a circular profile picture of a person and the username "chiaraferagni". Next to the username is the location "Milan, Italy". To the right of the location is a three-dot ellipsis icon. Below the profile information is a thumbnail image of a person's hair, which appears to be blonde and curly. The overall layout is characteristic of an Instagram mobile interface.



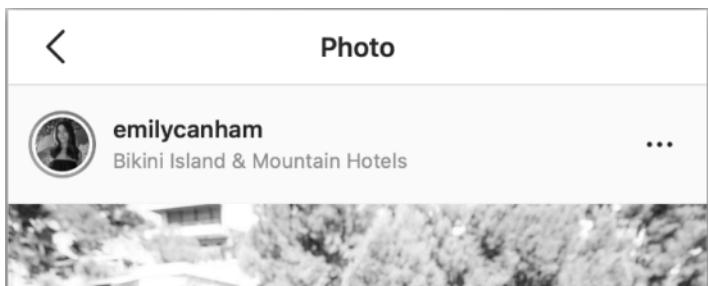
Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

HI_emilycanham

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree
1 2 3 4 5

I perceived the influencer as unappealing.

I perceived the influencer as strange.

I believe what this influencer say and

that she would not try to take advantage of the followers.

The influencer is straightforward and honest even though her self-interests are involved

I perceived the influencer as inhuman-like.

I would purchase a brand product based on the advice I am given by the shown influencer.

I would follow brand recommendations from the shown influencer.

I perceived the influencer as eerie.

In the future, I would purchase the products of brands recommended by the shown influencer.

The influencer can be relied upon on her content.

The influencer would not tell a lie even if she could gain by it.

Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

HI_flaviapavanelli

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1 2 3 4 5

The influencer
would not tell a lie
even if she could
gain by it.

I believe what this influencer say and that she would not try to take advantage of the followers.



I perceived the influencer as inhuman-like.



I perceived the influencer as strange.



I perceived the influencer as eerie.



The influencer is straightforward and honest even though her self-interests are involved

I would purchase a brand product based on the advice I am given by the shown influencer.



The influencer can be relied upon on her content.



I would follow brand recommendations from the shown influencer.



In the future, I would purchase the products of brands recommended by the shown influencer.



I perceived the influencer as unappealing.

Please take a closer look at the following Instagram post:



Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all.

0 10 20 30 40 50 60 70 80 90 100

Definitely human.

The shown influencer is a

human being.

HI_imjennim

Please take a closer look at the following Instagram post:



Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

	Totally disagree	Neutral	Totally agree
I perceived the influencer as inhuman-like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceived the influencer as eerie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would purchase a brand product based on the advice I am given by the shown influencer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer can be relied upon on her content.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer is straightforward and honest even though her self-interests are involved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer would not tell a lie even if she could gain by it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceived the influencer as strange.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the future, I would purchase the products of brands recommended by the shown influencer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceived the influencer as unappealing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I believe what this influencer say and that she would not try to take advantage of the followers.

I would follow brand recommendations from the shown influencer.

Please take a closer look at the following Instagram post:



Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.

0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

HI_jihye

Please take a closer look at the following Instagram post:



Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

	Totally disagree	Neutral	Totally agree		
	1	2	3	4	5
I would follow brand recommendations from the shown influencer.	<input type="radio"/>				<input type="checkbox"/>
I perceived the influencer as eerie.	<input type="radio"/>				<input type="checkbox"/>
I perceived the influencer as inhuman-like.	<input type="radio"/>				<input type="checkbox"/>
In the future, I would purchase the products of brands recommended by the shown influencer.	<input type="radio"/>				<input type="checkbox"/>
The influencer is straightforward and honest even though her self-interests are involved	<input type="radio"/>				<input type="checkbox"/>
I perceived the influencer as unappealing.	<input type="radio"/>				<input type="checkbox"/>
I believe what this influencer say and that she would not try to take advantage of the followers.	<input type="radio"/>				<input type="checkbox"/>

The influencer can be relied upon on her content.



The influencer would not tell a lie even if she could gain by it.



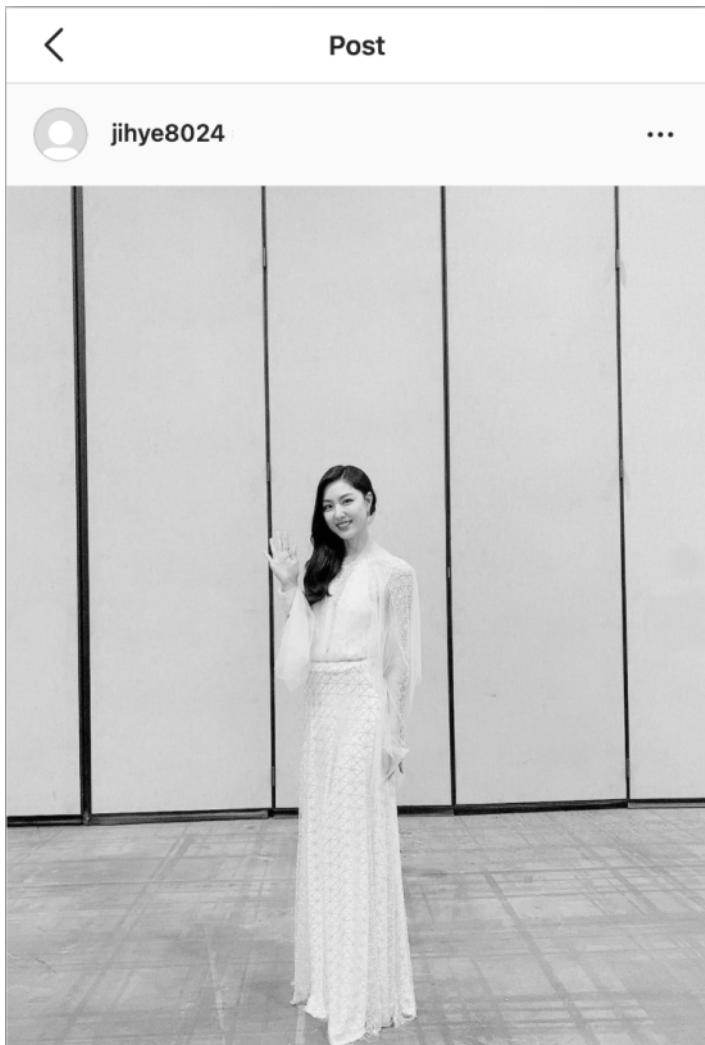
I perceived the influencer as strange.

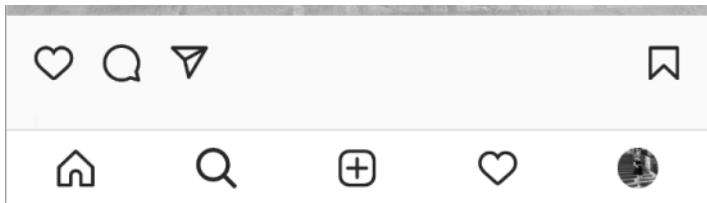


I would purchase a brand product based on the advice I am given by the shown influencer.



Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

HI_lamise

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1 2 3 4 5

I perceived the influencer as inhuman-like.

I would purchase a brand product based on the advice I am given by the shown influencer.

I believe what this influencer say and that she would not try to take advantage of the followers.

I perceived the influencer as strange.

I perceived the influencer as unappealing.

I would follow brand recommendations from the shown influencer.

In the future, I would purchase the products of brands recommended by the shown influencer.



The influencer is straightforward and honest even though her self-interests are involved



The influencer would not tell a lie even if she could gain by it.



I perceived the influencer as eerie.



The influencer can be relied upon on her content.



Please take a closer look at the following Instagram post:

An Instagram post interface. At the top left is a back arrow icon. In the center, the word "Post" is displayed above a thin horizontal line. To the right of the line is the user handle "lamise". Below the handle is a circular profile picture of a person with long dark hair. To the right of the handle is a three-dot ellipsis icon. The main image shows a woman with long, dark, wavy hair from the chest up. She is wearing a light-colored, sleeveless top. The background is a natural outdoor setting with trees and a body of water under a cloudy sky.



Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all.

Definitely human.

0 10 20 30 40 50 60 70 80 90 100

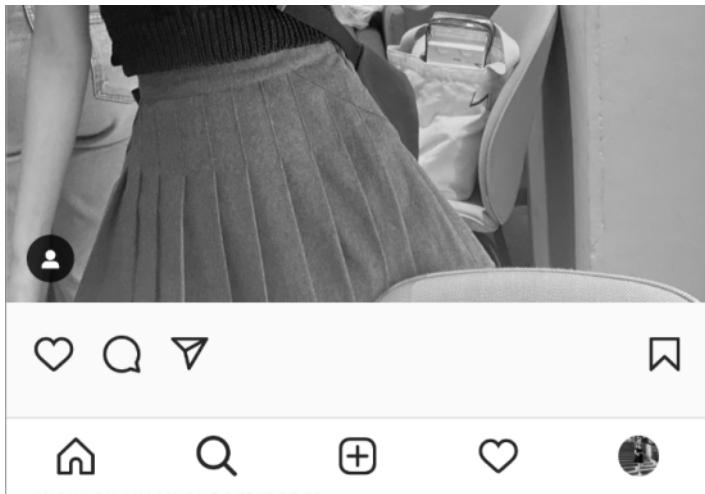
The shown influencer is a human being.

HI_rosesarerosie

Please take a closer look at the following Instagram post:

< Photo

roses_are_rosie ...



Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

	Totally disagree	Neutral	Totally agree		
	1	2	3	4	5
The influencer is straightforward and honest even though her self-interests are involved	<input checked="" type="radio"/>				<input type="text"/>
I perceived the influencer as eerie.	<input checked="" type="radio"/>				<input type="text"/>
The influencer can be relied upon on her content.	<input checked="" type="radio"/>				<input type="text"/>
I believe what this influencer says and that she would not try to take advantage of the followers.	<input checked="" type="radio"/>				<input type="text"/>

I perceived the influencer as strange.

The influencer would not tell a lie even if she could gain by it.

In the future, I would purchase the products of brands recommended by the shown influencer.

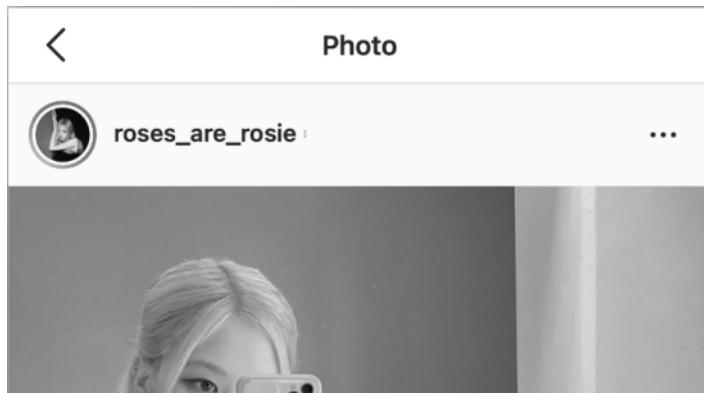
I perceived the influencer as unappealing.

I perceived the influencer as inhuman-like.

I would purchase a brand product based on the advice I am given by the shown influencer.

I would follow brand recommendations from the shown influencer.

Please take a closer look at the following Instagram post:





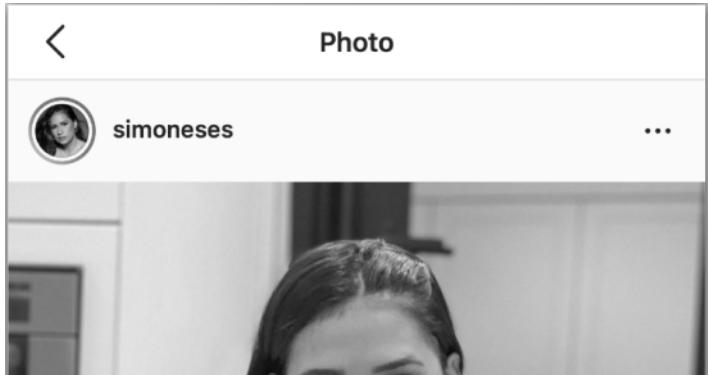
Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

HI_simoneses

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

	Totally disagree	Neutral	Totally agree	
1	2	3	4	5
The influencer would not tell a lie even if she could gain by it.	<input checked="" type="radio"/>		<input type="checkbox"/>	
I perceived the influencer as unappealing.	<input checked="" type="radio"/>		<input type="checkbox"/>	
The influencer can be relied upon on her content.	<input checked="" type="radio"/>		<input type="checkbox"/>	

The influencer is straightforward and honest even though her self-interests are involved



I perceived the influencer as inhuman-like.



In the future, I would purchase the products of brands recommended by the shown influencer.



I believe what this influencer say and that she would not try to take advantage of the followers.



I perceived the influencer as strange.



I would follow brand recommendations from the shown influencer.



I would purchase a brand product based on the advice I am given by the shown influencer.



I perceived the influencer as eerie.



Please take a closer look at the following Instagram post:



Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

HI_sooyaa

Please take a closer look at the following Instagram post:



Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1 2 3 4 5

I perceived the influencer as strange.

I believe what this influencer say and that she would not try to take advantage of the followers.

I would follow brand recommendations from the shown influencer.

The influencer is straightforward and honest even though her self-interests are involved

In the future, I would purchase the products of brands recommended by the shown influencer.

The influencer can be relied upon on her content.

I perceived the influencer as eerie.

I would purchase a brand product based on the advice I am given by the shown influencer.

The influencer would not tell a lie even if she could gain by it.

I perceived the influencer as

unappealing.

I perceived the influencer as inhuman-like.

[]

[]

Please take a closer look at the following Instagram post:



Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all.

Definitely human.

0 10 20 30 40 50 60 70 80 90 100

The shown []

ME SHOWN 

influencer is a
human being.



VI_bermudaibae

Please take a closer look at the following Instagram post:



Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1

2

Neutral

Totally agree

3

4

5

I would purchase a brand product based on the advice I am given by the shown influencer.

I believe what this influencer say and that she would not try to take advantage of the followers.

I perceived the influencer as strange.

The influencer can be relied upon on her content.

The influencer is straightforward and honest even though her self-interests are involved

The influencer would not tell a lie even if she could gain by it.

I perceived the influencer as inhuman-like.

In the future, I would purchase the products of brands recommended by the shown

LINDA STÜRTZKI
influencer.

I perceived the influencer as eerie.

I would follow brand recommendations from the shown influencer.

I perceived the influencer as unappealing.

Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

VI_iamxalara

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1 2 3 4 5

I believe what this influencer say and that she would not try to take advantage of the followers.

1

Neutral

Totally agree

4

5

The influencer would not tell a lie even if she could gain by it.

1

Neutral

Totally agree

4

5

I would follow brand recommendations from the shown influencer.

1

Neutral

Totally agree

4

5

I perceived the influencer as strange.

1

Neutral

Totally agree

4

5

The influencer can be relied upon on her content.

1

Neutral

Totally agree

4

5

The influencer is straightforward and honest even though her self-interests are involved

1

Neutral

Totally agree

4

5

In the future I

In the future, I would purchase the products of brands recommended by the shown influencer.

I perceived the influencer as unappealing.

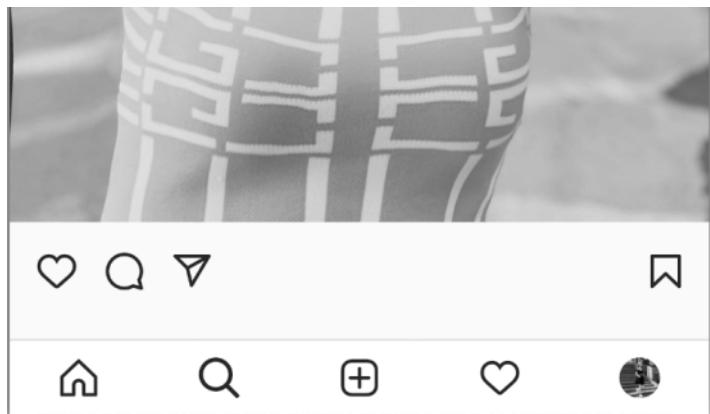
I perceived the influencer as eerie.

I would purchase a brand product based on the advice I am given by the shown influencer.

I perceived the influencer as inhuman-like.

Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100



The shown
influencer is a
human being.



VI_immagram

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree
1 2 3 4 5



I perceived the influencer as strange.



I perceived the influencer as inhuman-like.



I would follow brand recommendations from the shown influencer.



I believe what this influencer say and that she would not try to take advantage of the followers.

I perceived the

I perceived the influencer as unappealing.

The influencer would not tell a lie even if she could gain by it.

I perceived the influencer as eerie.

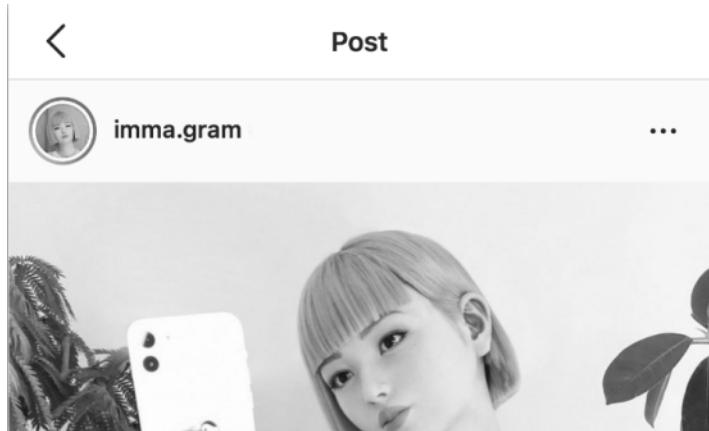
The influencer is straightforward and honest even though her self-interests are involved

The influencer can be relied upon on her content.

In the future, I would purchase the products of brands recommended by the shown influencer.

I would purchase a brand product based on the advice I am given by the shown influencer.

Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

VI_leyalovenature

Please take a closer look at the following Instagram post:

< Photo

 **leyalovenature**
Den Haag, The Holland. ...





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

	Totally disagree	Neutral	Totally agree	
1	2	3	4	5
I would purchase a brand product based on the advice I am given by the shown influencer.	<input checked="" type="radio"/>		<input type="text"/>	
The influencer would not tell a lie even if she could gain by it.	<input checked="" type="radio"/>		<input type="text"/>	
I perceived the influencer as	<input checked="" type="radio"/>		<input type="text"/>	

eerie.

The influencer is straightforward and honest even though her self-interests are involved



The influencer can be relied upon on her content.



I perceived the influencer as inhuman-like.



I believe what this influencer say and that she would not try to take advantage of the followers.



I would follow brand recommendations from the shown influencer.



In the future, I would purchase the products of brands recommended by the shown influencer.



I perceived the influencer as strange.



I perceived the influencer as unappealing.



Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

VI_lilmiquela

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1 2 3 4 5

I believe what this influencer say and
that she would

not try to take advantage of the followers.

In the future, I would purchase the products of brands recommended by the shown influencer.

I would follow brand recommendations from the shown influencer.

I perceived the influencer as eerie.

The influencer would not tell a lie even if she could gain by it.

The influencer can be relied upon on her content.

I would purchase a brand product based on the advice I am given by the shown influencer.

I perceived the influencer as unappealing.

The influencer is straightforward and honest even though her self-interests are involved

I perceived the influencer as strange.



I perceived the influencer as inhuman-like.

Please take a closer look at the following Instagram post:



Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all.

0 10 20 30 40 50 60 70 80 90 100

Definitely human.



The shown influencer is a human being.



VI_magazineluiza

Please take a closer look at the following Instagram post:



Do you know the shown influencer?

- No
- I am not sure

I cannot decide. Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1 2 3 4 5



I perceived the influencer as unappealing.



I would follow brand recommendations from the shown influencer.



In the future, I would purchase the products of brands recommended by the shown influencer.



The influencer is straightforward and honest even though her self-interests are involved



I perceived the influencer as eerie.



I perceived the influencer as inhuman-like.



The influencer can be relied upon on her content.



I would purchase a brand product based on the advice I am given by the shown influencer.

I perceived the influencer as strange.

The influencer would not tell a lie even if she could gain by it.

I believe what this influencer say and that she would not try to take advantage of the followers.

Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all.

0 10 20 30 40 50 60 70 80 90 100

Definitely human.

The shown influencer is a human being.

VI_noonouri

Please take a closer look at the following Instagram post:

The image shows an Instagram post from the account "noonouri" (@noonouri). The post features a 3D rendering of a woman with long dark hair, wearing a white t-shirt dress with a small graphic on the chest. Her right leg is inscribed with the text "NO MORE PLASTIC". She is standing with her arms slightly out. The background is plain white. At the bottom of the post, there are standard Instagram interaction icons: a heart, a comment bubble, a share icon, and a bookmark icon.



Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

	Totally disagree	Neutral	Totally agree		
	1	2	3	4	5
In the future, I would purchase the products of brands recommended by the shown influencer.	<input type="radio"/>				<input type="checkbox"/>
I would purchase a brand product based on the advice I am given by the shown influencer.	<input type="radio"/>			<input type="checkbox"/>	
I believe what this influencer say and that she would not try to take advantage of the followers.	<input type="radio"/>		<input type="checkbox"/>		
I perceived the influencer as eerie.	<input type="radio"/>			<input type="checkbox"/>	
I perceived the influencer as strange.	<input type="radio"/>		<input type="checkbox"/>		
I perceived the influencer as unappealing.	<input type="radio"/>			<input type="checkbox"/>	
I perceived the influencer as attractive.	<input type="radio"/>				<input type="checkbox"/>

influencer as
inhuman-like.

The influencer is
straightforward
and honest even
though her self-
interests are
involved

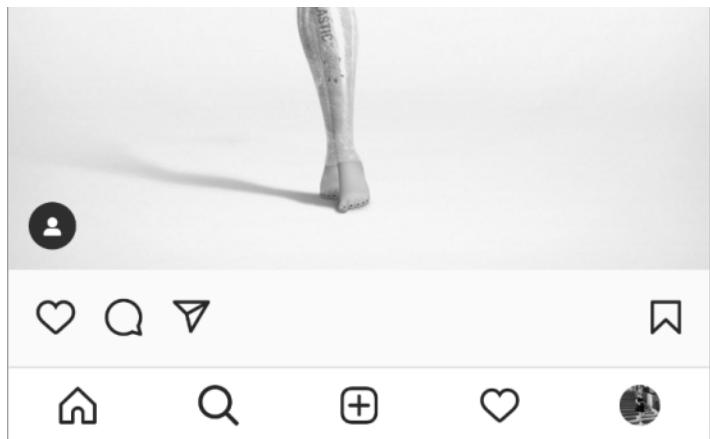
The influencer
would not tell a lie
even if she could
gain by it.

I would follow
brand
recommendations
from the shown
influencer.

The influencer can
be relied upon on
her content.

Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

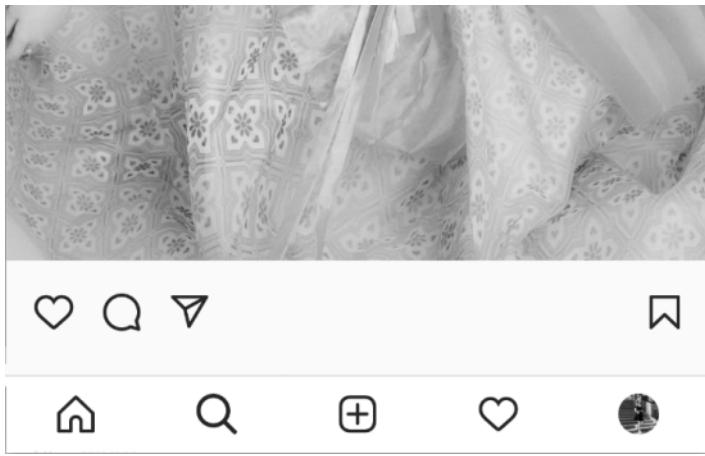
Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

VI_rozygram

Please take a closer look at the following Instagram post:





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

	Totally disagree	Neutral	Totally agree
I perceived the influencer as inhuman-like.	1	2	3
	4	5	
<input type="radio"/>			
The influencer would not tell a lie even if she could gain by it.	1	2	3
	4	5	
<input type="radio"/>			
The influencer can be relied upon on her content.	1	2	3
	4	5	
<input type="radio"/>			
The influencer is straightforward and honest even though her self-interests are involved	1	2	3
	4	5	
<input type="radio"/>			
I believe what this influencer say and that she would	1	2	3
	4	5	
<input type="radio"/>			

not try to take advantage of the followers.

I perceived the influencer as strange.

I perceived the influencer as unappealing.

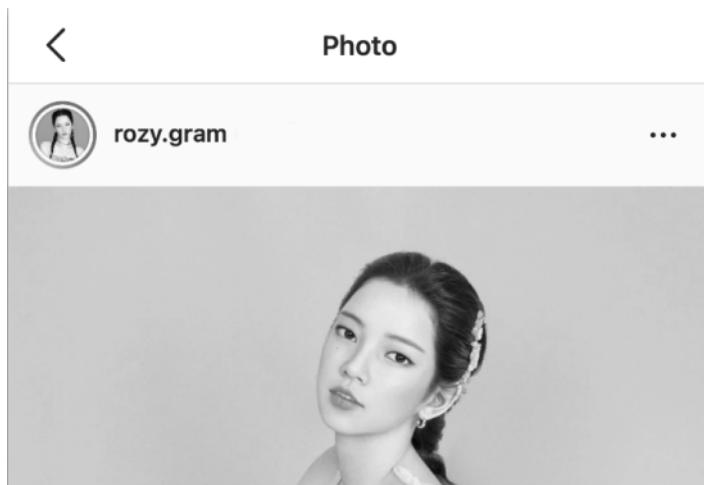
I perceived the influencer as eerie.

In the future, I would purchase the products of brands recommended by the shown influencer.

I would follow brand recommendations from the shown influencer.

I would purchase a brand product based on the advice I am given by the shown influencer.

Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.



VI_shudugram

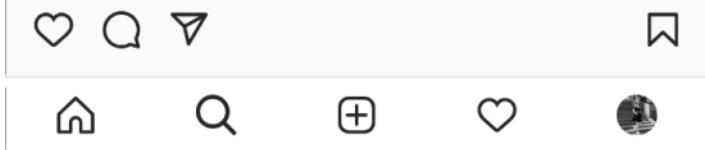
Please take a closer look at the following Instagram post:

Post

 **shudu.gram**
Portland Bill

...





Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree
1 2 3 4 5

I perceived the influencer as unappealing.

The influencer is straightforward and honest even though her self-interests are involved

The influencer would not tell a lie even if she could

Even if she could gain by it.

I perceived the influencer as inhuman-like.

I would purchase a brand product based on the advice I am given by the shown influencer.

I would follow brand recommendations from the shown influencer.

I believe what this influencer say and that she would not try to take advantage of the followers.

The influencer can be relied upon on her content.

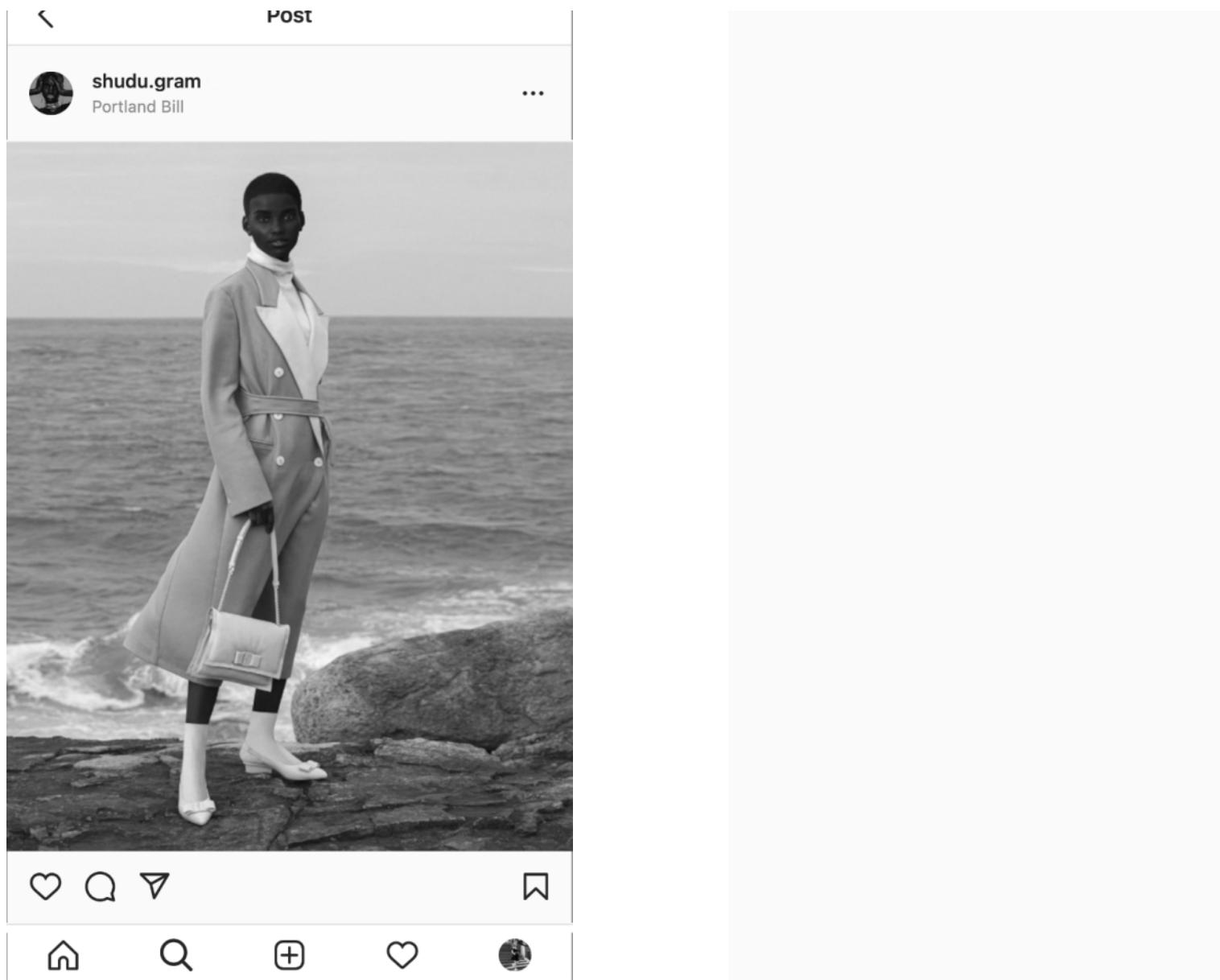
I perceived the influencer as strange.

I perceived the influencer as eerie.

In the future, I would purchase the products of brands recommended by the shown influencer.

Please take a closer look at the following Instagram post:





Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all. Definitely human.
0 10 20 30 40 50 60 70 80 90 100

The shown influencer is a human being.

VI_soymaria

Please take a closer look at the following Instagram post:



Do you know the shown influencer?

- No
- I am not sure.
- Yes

Please answer in how far you agree with the following statements for the shown Instagram post:

Totally disagree Neutral Totally agree

1 2 3 4 5

I perceived the influencer as
strange

surveys.

In the future, I would purchase the products of brands recommended by the shown influencer.



I would purchase a brand product based on the advice I am given by the shown influencer.



I perceived the influencer as inhuman-like.



The influencer can be relied upon on her content.



The influencer is straightforward and honest even though her self-interests are involved



I would follow brand recommendations from the shown influencer.



I perceived the influencer as unappealing.



I perceived the influencer as eerie.



The influencer would not tell a lie even if she could gain by it.



I believe what this influencer say and that she would not try to take advantage of the followers.



TUTORIALS.



Please take a closer look at the following Instagram post:



Please rate for the following statements how human/how artificial you think the shown influencer is.

Not at all.

Definitely human.

0 10 20 30 40 50 60 70 80 90 100



The shown  influencer is a

human being.

Demographics

What is your highest educational level?

- Below high school or GED
- High school or GED
- College or postsecondary certificate
- Bachelor degree (University)
- Postgraduate degree (University)

What is your biological sex?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

How old are you (in years)?

How frequently do you use Instagram?

- several times per hour
- several times per day
- several times per week
- several times per month
- fewer than on a monthly basis

How many influencers do you follow on Instagram?

- more than 100
- more than 50
- more than 10
- more than 5
- less than 5

Please sort the following Instagram activities depending on how frequently you typically do them.

	Normally, everytime when I am on Instagram	Once in a while when I am on Instagram	Very seldomly when I am on Instagram	I never do these things on Instagram
Scroll the feed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look at user stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look at user profiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look at company profiles/posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comment on posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write messages with other users	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create stories and/or posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate in how far you agree to the following statements.

1 (totally disagree)	2	3	4	5 (totally agree)
<input type="radio"/> My perceptions often change when I receive information from the influencers that I follow.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> I value the opinion of the influencers that I follow as if they were someone close whom I trust.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> The influencers that I follow suggest helpful products or brands to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Goodbye

Finally finished 😊

Thank you very much for participating in this survey.

In case you have any questions about this research,
please feel free to contact Colin Conrad
(colin.conrad@dal.ca) about it.

Powered by Qualtrics