# QUESTIONNAIRE

## Part I. INTRODUCTION

**Q1 .1. Have you ever followed healing/self-healing content on social media?**

☐ Ever seen => **2**

☐ Never seen => **1**

**Q1 .2. Have you ever followed certain content/channels of influencers on social networks?**

☐ Yes => **2**

☐ No => **1**

**1.3. If you have ever followed healing/self-healing content on social networks, please tell us how often you follow this content?**

| Content type | Frequency | | | | | | |
|---|---|---|---|---|---|---|---|
| | **1.** Never watched | **2.** Rarely – It's been a few months since I saw it | **3.** Occasionally – about once a month | **4.** Average – 1 to 2 weeks/time | **5.** Watch it every few days | **6.** Watch every day but not for long | **7.** Watch a few hours a day |
| **Q1.3a** . Talk, confide (possibly while doing | | | | | | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| other activities) | | | | | | | |
| **Q1.3b. ASMR** audio content , or non-verbal content that only includes images of activities such as mukbang , makeup, cooking, "study with me",… | | | | | | | |

**Part II. OPINIONS OF SURVEY PARTICIPANTS**

For the questions in part III, please indicate your agreement/disagreement with the statements according to the following scale:

| **first** | **2** | **3** | **4** | **5** | **6** | **7** |
|---|---|---|---|---|---|---|
| Very opposed | Protest | Few objections | Neutral | Few agree | Agree | Very much agree |

**Q2.1. The purpose of tracking healing content**

| Identify | Opinion | | | | | | |
|---|---|---|---|---|---|---|---|
| | first | 2 | 3 | 4 | 5 | 6 | 7 |
| **Q2.1a.** I am proactive and have specific goals when searching and viewing content related to healing (not just accidentally watching it, watching it for fun…) | | | | | | | |
| **Q2. 1b.** I have high expectations of finding healing from relevant content on social media. | | | | | | | |
| **Q2.1c.** I choose channels and content to watch based on the advice of relatives and friends. | | | | | | | |
| **Q2.1d.** The healing content I watch is mainly suggested by social media platforms. | | | | | | | |

**Q2.2. The process of getting to know content creators and their content**

| Identify | Opinion | | | | | | |
|---|---|---|---|---|---|---|---|
| | first | 2 | 3 | 4 | 5 | 6 | 7 |
| **Q2.2a.** I often tend to continue watching content from familiar content creators that I have viewed before. | | | | | | | |
| **Q2.2b.** I feel shy or skeptical when watching content from creators I've never seen before. | | | | | | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Q2.2c.** I'm curious to see content from creators I've never seen before. | | | | | | | |
| **Q2.2d.** When watching healing content, I often try to guess what reasons, experiences, etc. caused them to think like that. | | | | | | | |
| **Q2.2e.** I often interact with creators' posts (like, comment, etc.) in the hope that they will respond to my interaction. | | | | | | | |
| **Q2.2f.** The comments and interactions of others below a creator's content greatly influence my continued interest in or trust in that creator. | | | | | | | |
| **Q2.2g.** I often observe the posts sharing about daily life that content creators post to judge their real personality in real life. | | | | | | | |
| **Q2.2h.** I tend to choose to watch content from creators with large followings. | | | | | | | |
| **Q2.2i.** I believe that new content creators (indicated by a small number of followers) will have more new content that attracts me. | | | | | | | |
| **Q2.2j.** I value content creators who have expertise or degrees related to the field they share. | | | | | | | |

**Q2.3. Interact with content creators and their content**

| Identify | Opinion | | | | | | |
|---|---|---|---|---|---|---|---|
| | first | 2 | 3 | 4 | 5 | 6 | 7 |
| **Q2.3a.** I like watching because the content and expression on social networks gives me a feeling of closeness and familiarity with my daily life (compared to other media channels such as TV, newspapers…) | | | | | | | |
| **Q2.3b.** I feel more confident if the content creator regularly posts images, videos, articles… about their daily life. | | | | | | | |
| **Q2.3c.** I feel more secure if content creators share their negative thoughts, difficulties in life… similar to the difficulties I also encounter. | | | | | | | |
| **Q2.3d.** I feel more confident if the content creator clearly states the brand partnerships, advertising… included in the video instead of randomly inserting ads in the middle of posts, videos… | | | | | | | |
| **Q2.3e.** I appreciate content creators who regularly interact (drop hearts, reply to comments…) with the audience more. | | | | | | | |
| **Q2.3f.** I believe that audiences have equal power to social media content creators in expressing their views and opinions. | | | | | | | |
| **Q2.3g.** I believe that content creators need to control their content very carefully so as not to offend any group of viewers. | | | | | | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Q2.3 h.** I believe that the core of a social media content creator's success is building and cultivating intimate relationships like close friends with viewers. | | | | | | | |
| **Q2.3i.** I want a life like that of my favorite content creators. | | | | | | | |
| **Q2.3j.** I'm impressed with creators who show respect and sympathy for other people's difficulties and stresses in life instead of criticizing. | | | | | | | |

**Q2.4. Get content creators' perspectives**

| Identify | Opinion | | | | | | |
|---|---|---|---|---|---|---|---|
| | first | 2 | 3 | 4 | 5 | 6 | 7 |
| **Q2.4a.** I focus on following each point, evidence, and argument in the healing content posted. | | | | | | | |
| **Q2.4b.** I often compare the arguments and arguments given by content creators with my personal views and experiences. | | | | | | | |
| **Q2.4c.** I proactively research and supplement information outside of what content creators provide to ensure accuracy. | | | | | | | |
| **Q2.4 d.** I actively choose which viewpoints are appropriate to accept, and which viewpoints are not appropriate to ignore. | | | | | | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **Q2.4e.** I appreciate it if content creators provide accurate references or citations in their content. | | | | | | | |
| **Q2.4f.** I feel like there are opinions and views of content creators that are naturally absorbed into my mind without me paying attention. | | | | | | | |
| **Q2.4g.** I feel like there are characteristics in the content creator's appearance, voice, expression... that make me feel confident. | | | | | | | |
| **Q2.4h.** The careful investment in technology (video recording, image editing, blog layout...) makes me feel that the content creator is trustworthy. | | | | | | | |

## Part II I. DEMOGRAPHIC QUESTIONS

**Q3 .1. Your age:** _____

**Q3 .2. Your gender**

☐  Male => **2**

☐  Female => **1**

☐  Don't want to reveal/Other => **3**

**Q3 .3. Your marital status**

☐  Single => **1**

☐  Dating => **2**

☐  Married => **3**

☐ Divorced => **4**

☐ Widow => **5**

**Q3 .4. Your level of education**

☐ Below middle school => **1**

☐ Middle school => **2**

☐ High school => **3**

☐ Intermediate/Vocational training => **4**

☐ University/College => **5**

☐ Postgraduate => **6**

**Q3.5. Of the issues below, which issues do you feel are making you different from those around you and under pressure?** *(can choose multiple options)* **[Code for each statement: 1 – No, 2 – Yes]**

☐ **Q3.5a.** No lover/not married

☐ **Q3.5b.** Being a single parent

☐ **Q3.5c.** Gender or sexual orientation

☐ **Q3.5d.** Love stories have many problems (eg: geographical distance, social standards, differences in opinions, thoughts…)

☐ **Q3.5e.** Being an immigrant/relocating

☐ **Q3.5f.** Lifestyle or preferences different from the majority (eg: staying up late, being messy, diet, dressing style, etc.)

☐ **Q3.5g.** Have extremely strong religious beliefs

☐ **Q3.5h.** The pressure at work/study is especially high

☐ **Q3.5i.** Financial burden (feeling that your finances are not as expected)

☐ **Q3.5j.** Status (eg: in friend group, family group, career,… not good, feeling disrespected or insecure)

☐ **Q3.5k.** Being treated poorly or without understanding by someone close to you

☐ **Q3.5l.** Being bullied by strangers or strangers

☐ **Q3.5m.** Have physical characteristics(s) that are different from the majority (body shape, skin, face, etc.)

☐ **Q3.5n.** Have experienced (at least one) shock in life

☐ **Q3.5p.** Life perspective, thinking, feeling… different

☐ **Q3.5q.** Health is not good

☐ **Q3.5r.** Must care for dependent relatives

☐ **Q3.5s.** Peer pressure

☐ Other (please specify).........................

**Q3 . 6 . Do you experience any of the following mental health symptoms ?** *(can choose multiple options)* **[Code for each statement: 1 – No, 2 – Yes]**

☐ **Q3 . 6a.** Pessimistic

☐ **Q3 . 6b.** Crying

☐ **Q3 . 6c.** Feelings of guilt/self-blame

☐ **Q3 . 6d.** Sleep disorders or eating disorders

☐ **Q3 . 6e.** Lack of interest

☐ **Q3 . 6f.** Agitation

☐ **Q3 . 6g.** Unconfident

☐ **Q3 . 6 o'clock.** Tired

☐ **Q3 . 6i.** Difficulty concentrating

☐ **Q3 . 6j.** Suicidal intention

☐ **Q3 . 6k.** Excessive dependence, fear of independence, or discomfort being alone

☐ **Q3 . 6l.** Feeling separate/isolated/lost, unwilling or unable to communicate with others

☐ **Q3 . 6m.** There are no symptoms

☐    Other (please specify): _____

**Q3.7 . Have you been diagnosed with any of the following mental health-related diseases ? [Code for each statement: 1 – No, 2 – Yes]**

☐ **Q3.7a.** Yes , diagnosed by a doctor/psychologist

☐ **Q3.7b.** Yes , self -diagnosis (through books, information on the Internet, etc.)

☐ **Q3.7c.** Are not

**Q3.8. After watching healing content, do you feel any relief from the negative feelings mentioned above?**

☐ Inappropriate (because I don't often encounter those emotions) => **1**

☐ Become happy and positive => **8**

☐ Feeling much less relieved, feeling so relieved that it seems like I can let go of that feeling => **7**

☐ Always feel better at first, but generally that feeling will return => **6**

☐ Confusion, sometimes it feels better, sometimes it's still the same => **5**

☐ Still the same, hard to change => **4**

☐ Increases a bit of negative feelings about yourself right after watching but soon gets better => **3**

☐ Feeling even heavier, dragging down the mood for a long time => **2**

**3.9. What positive changes and transformations have you experienced after viewing healing content from social media content creators?**

_____

**3.10. Is there anything about the healing content of social media content creators that makes you feel uncomfortable/dissatisfied?**

_____