

Prolific ID

What is your Prolific ID?

You may notice that this response field auto-fills with an ID. This should be your personal Prolific ID.

Feel free to adjust it in case you spot an error.

Demographics

How old are you?

How do you describe yourself?

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

Choose one or more races that you consider yourself to be.

- ☐ White or Caucasian
- ☐ Black or African American
- ☐ American Indian/Native American or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ Other
- ☐ Prefer not to say

Recall I

Please list any brands from which you recall having seen an ad in the social media feed you have just browsed.

(If you recall multiple ads, please comma-separate your answer, i.e., "brand x, organization y, ...". Type "n/a" if you don't recall any ads.)

Recall aided

Please select the brands in the list below from which you recall seeing an ad (i.e., sponsored post) in the feed.

- | | | | |
|---------------------------------------|----------------------------------|-----------------------------------|--|
| <input type="checkbox"/> JBL | <input type="checkbox"/> Oura | <input type="checkbox"/> Bose | <input type="checkbox"/> Sony Playstation |
| <input type="checkbox"/> Amazon | <input type="checkbox"/> LG | <input type="checkbox"/> T-Mobile | <input type="checkbox"/> Nintendo |
| <input type="checkbox"/> Whoop | <input type="checkbox"/> Apple | <input type="checkbox"/> Logitech | <input type="checkbox"/> Microsoft |
| <input type="checkbox"/> Beats by Dre | <input type="checkbox"/> Sonos | <input type="checkbox"/> GoPro | <input type="checkbox"/> Samsung |
| <input type="checkbox"/> Fitbit | <input type="checkbox"/> Spotify | <input type="checkbox"/> Dell | <input type="checkbox"/> I do not recall any sponsored posts |

Block 8

Please use the box below to share your thoughts about the social media feed you just browsed (e.g., any aspects you particularly liked or disliked).

End of Survey Message

Did you encounter any problems, issues, or do you have any comments concerning this study? If so, we would appreciate your input very much!

- ☐ No
- ☐ Yes:

Thank you for participating in our study. We appreciate your time and valuable responses.

Please click the button below to be redirected to Prolific and register your submission.

