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.

${e://Field/PROLIFIC_PID}

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.

☐ Nike   ☐ KLM   ☐ Rituals

☐ Ford   ☐ Headspace   ☐ Shopify

☐ Twix   ☐ Nintendo   ☐ I do not recall any
                                                  sponsored posts

☐ Bank of America   ☐ Aesop

Final_recall

We have shown you an advertisement promoting KLM, an airline that offers flights to Brazil. The following questions will ask about your attitude towards this brand. Please reflect on your overall impressions and any thoughts or feelings you associate with KLM based on the advertisement.

Brand Evaluation

For each pair of adjectives, please select the number that best represents your attitude towards the brand **KLM**.

Unfavorable   ○ ○ ○ ○ ○ ○   Favorable

| | Negative | ○ ○ ○ ○ ○ ○ ○ | Positive |
| | Dislike | ○ ○ ○ ○ ○ ○ ○ | Like |

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).

```



```

Brazil

Before starting this survey, were you aware of the recent severe flooding affecting southern Brazil, including the state of Rio Grande do Sul and its capital, Porto Alegre?

○ Yes, I was fully aware of the floods in southern Brazil.

○ Yes, I had heard something about flooding in Brazil but didn't know the details.

○ No, I was not aware of any flooding in Brazil before this survey.

◯ I'm not sure if I was aware of the flooding in Brazil.

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. We would like to clarify that the advertisement for KLM advertising flights to Brazil, which you saw during this study, was fictitious.

The ad, including the phrase "Brazil's wild beauty calls! Experience nature like never before. Book your breathtaking adventure with KLM," was specifically created for the purpose of this research. The study aimed to understand how the context in which an advertisement is seen can affect people's attitudes toward a brand.

It's important to note that the scenarios presented, were simulated to assess the impact of potentially sensitive

contexts on brand perception.

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

Powered by Qualtrics