Prolific ID

What is your Prolific I	D':
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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?

O Male

O Female

O Non-binary / third gender

O Prefer to self-describe

O Prefer not to say

Choose one of thore 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
Drofer not to sen
☐ Prefer not to say
Unaided Recall
Please list any organizations or 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.)

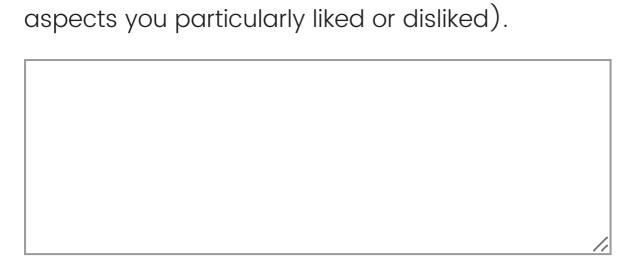
Domain Recall

Do you recall th	e domain or conten	t of the ad(s) in the						
feed you just so	aw?							
(If you recall multiple ads, please comma-separate your answer, i.e., "ad 1, ad 2,". Type "n/a" if you don't recall any ads.)								
Recall aided								
	•	rands in the list below						
,	recall seeing an ad	(i.e., sponsored post)						
in the feed.								
Nike	Nintendo	Jeep						
Microsoft Xbox	Puma	American Airlines						
Adidas	Red Cross	Delta						
General Motors	JetBlue	Coca-Cola						
Unicef	☐ WWF	PepsiCo						
Ford	Sony PlayStation	I do not recall any sponsored posts (i.e.,						

Open Text Field

Please use the box below to share your thoughts about the social media feed you just browsed (e.g., any

ads)



Info

The social media feed you saw featured an advertisement by UNICEF, a United Nations agency responsible for providing humanitarian and developmental aid to children worldwide.

The following questions will ask about your attitude towards this organization. Please reflect on your overall impressions and any thoughts or feelings you associate with UNICEF based on the advertisement.

Brand Evaluation

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

UNICEF.

Jnappealing	000000	Appealing
Bad	0000000	Good
Low Quality	000000	High Quality
Unpleasant	000000	Pleasant

Ad Evaluation

For each pair of adjectives, please select the number that best represents your attitude towards the **advertisement** by UNICEF.

Bad	000000	Good
Unappealing	000000	Appealing
Low Quality	000000	High Quality
Unpleasant	000000	Pleasant

Manipulation Check

How many times do you remember seeing an advertisement for UNICEF in the feed you just browsed?

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	l was	fully/	aware	$\cap f$	the	floods	in	southern	Brazil
1	1 C S, 1	1 1100	Tully	aware	ΟI	ri i C	110000	11 1	200111 <u>6111</u>	DI UZII.

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

Issues

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

\bigcirc	No	
0		Yes

End of Survey Message

Thank you for participating in our study. We appreciate your time and valuable responses. We would like to clarify that the advertisement for UNICEF advertising donations to help children affected by the floods in Brazil, which you saw during this study, was fictitious.

The ad was inspired by real ads but specifically created for the purpose of this research. However, a click on the ad directs participant to a real UNICEF campaign.

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

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