

Page 1: Consent Form

Page 2:

1. Which of the following social media platforms do you have an account on? [Yes / No / Not Sure]
 - a. Snapchat
 - b. Facebook
 - c. YouTube
 - d. Twitter
 - e. Pinterest
 - f. Instagram
2. How often do you visit each of the following social media platforms? [Several Times A Day / About Once A Day / A Few Times A Week / Every Few Weeks / Less Often / Never / Not Sure]
 - a. Snapchat
 - b. Facebook
 - c. YouTube
 - d. Twitter
 - e. Pinterest
 - f. Instagram
3. How often do you post content on each of the following social media platforms?[Several Times A Day / About Once A Day / A Few Times A Week / Every Few Weeks / Less Often / Never / Not Sure]
 - a. Snapchat
 - b. Facebook
 - c. YouTube
 - d. Twitter
 - e. Pinterest
 - f. Instagram

Page 3:

Please click to watch the YouTube video below (Please look at the Pinterest pin below). On the following page, you will be asked questions about the video (pin).

[embedded video (pin)]

Page 4:

1. In a few sentences, please tell us about the video (pin) you just watched. [Open ended]
2. What is your overall impression of the video (pin)? [Extremely Negative / Somewhat Negative / Not Sure / Somewhat Positive / Extremely Positive]
3. In a few sentences, please describe the reason behind your answer to the above question. [Open ended]

Page 5:

The following screenshot shows the description that appears below the YouTube video (Pinterest pin) you watched.

[embedded screenshot of description of YouTube video (Pinterest pin)]

One of the links in the description of the YouTube video point to the following product. (The Pinterest pin points to the following product).

[embedded screenshot of product from affiliate link in description of YouTube video (Pinterest pin)]

1. After watching the video (observing the pin), what is your overall impression of the item shown in the image above? [Extremely Negative / Somewhat Negative / Not Sure / Somewhat Positive / Extremely Positive]
2. How much do you think the video (pin) creator favors the item shown in the image above? [Does Not Favor At All / Slightly Favors / Somewhat Favors / Moderately Favors / Strongly Favors]
3. How likely do you think there is a relationship between the video creator and the organization selling the item? [Extremely Unlikely / Somewhat Unlikely / Neutral / Somewhat Likely / Extremely Likely]
4. Please describe the reason behind your answer to the above question. [Open ended]

Page 6:

One of the lines in the description of the video (pin) you watched (observed) states: "<Disclosure statement>". Please explain what this statement means to you. [Open ended]

Page 7:

1. In which year were you born?
2. What is your gender?
3. What is the highest level of education you have completed?
4. What is your annual household income?

Videos:

1. <https://www.youtube.com/watch?v=DQktwMexxE0>
2. <https://www.youtube.com/watch?v=FtB3PL9hcWk>
3. <https://www.youtube.com/watch?v=jtiP-cKE16U>
4. <https://www.youtube.com/watch?v=vozXN-Jnn6s>
5. <https://www.youtube.com/watch?v=xU-z-hwfRrc>

Pins:

1. <https://www.pinterest.com/pin/697283954778000593>
2. <https://www.pinterest.com/pin/781374604069700266>
3. <https://www.pinterest.com/pin/414823815668000016>
4. <https://www.pinterest.com/pin/1548181098801468>
5. <https://www.pinterest.com/pin/804314814672700115>