

contact information for follow-up purposes.

Please print this consent form if you would like to retain a copy for your records.

I have read and understand the above consent form. I certify that I am 18 years old or older. By clicking the “Submit” button to enter the survey, I indicate my willingness to voluntarily take part in this study.

Before starting with the survey, we will ask some screening questions to check your eligibility for the study.

Q2. Are you 18 years or older?

☐ Yes

☐ No

Residency Screener Questions

Q3. We care about the quality of our survey data. For us to get the most accurate measures of your opinions, it is important that you provide thoughtful answers to each question in this survey.

Do you commit to providing thoughtful answers to the questions in this survey?

- ☐ I can't promise either way
- ☐ Yes, I will
- ☐ No, I will not

Q4. What is your country of origin?

- ☐ Bangladesh
- ☐ India
- ☐ United States of America
- ☐ Pakistan
- ☐ Others

Q5. Which country do you currently live in?

☐

Others

☐

India

☐

Bangladesh

☐

Pakistan

☐

United States of America

Social Media use

Q6. Have you used any social media (e.g., Facebook, Instagram, Twitter, and YouTube) in the last six months?

☐

Yes

☐

No

Q7. Which social media platform do you use? (Select all that apply)

☐ TikTok

☐ Facebook

☐ YouTube

☐ Snapchat

☐ LinkedIn

☐ Twitter

☐ Instagram

☐ Other (Please specify)

Q8. How often do you use the following social media platforms ?

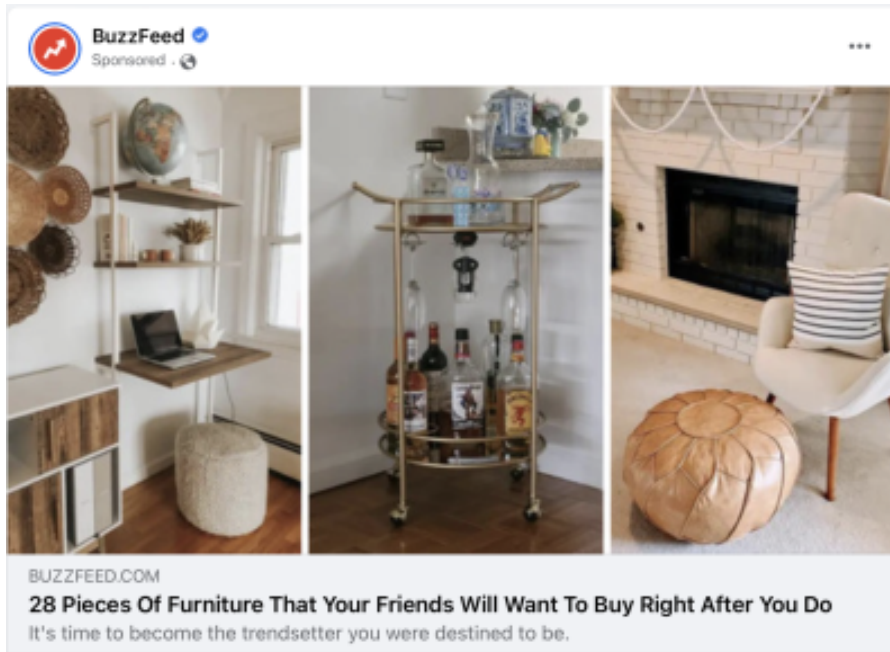
	A few times per month or less	Once per week	Several times per week	Once per day	Several times per day
» Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Other (Please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RQ1: Ad formats

Ad types. Advertisers can use various ways to promote their products on social media platforms. Below we provide definition and examples of some common types of ads on social media platforms:




1. **Influencer-based ads** refer to posts or short videos **influencers** share on social media platforms endorsing a product or service. **Who is an influencer?** An influencer could be a celebrity or someone who has built a reputation for their knowledge and expertise on a specific topic. See example of a chef promoting shopify:

2. **Soft Targeted Ads** refer to articles from digital media companies such as 'Buzzfeed,' 'Quint' etc., with product links to other shopping sites, such as Amazon. **For example**, a user could encounter a BuzzFeed article about '**28 Pieces of Furniture to buy**' on their social media platform.




3. Video Ads refer to **ads from companies** shown in the form of a short video on a social media platform. **For example**, short video ads are shown on YouTube before the actual video begins.

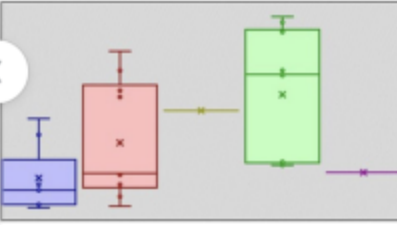
4. Text/Image Ads refer to **ads from companies** shown as text or images on a social media platform. **For example**, ads for printers from Amazon on a social media platform.

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Q10. Which types of Targeted Ads do you see often on social media platforms?

- ☐ Soft Targeted Ads
- ☐ Influencer-based ads
- ☐ Text/Image Ads
- ☐ Video Ads
- ☐ Others (Please describe)

Q11. How frequently do you see the following ad formats?

	A few times per month or less	Once per week	Several times per week	Once per day	Several times per day
» Influencer-based ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Soft Targeted Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Video Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Text/Image Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Others (Please describe)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

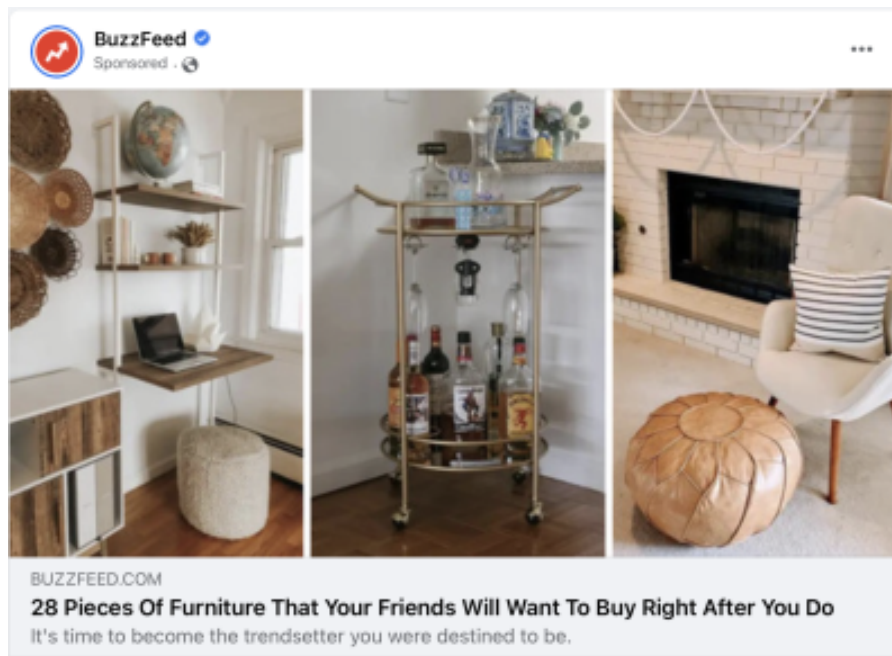
Q12. How much do you prefer each type of ad format? Definitions of various ad types are provided below for reference.

	I strongly dislike this ad format	I somewhat dislike this ad format	I am neutral about this ad format	I somewhat like this ad format	I strongly like this ad format
Influencer-based ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft Targeted Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text/Image Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ad types. Advertisers can use various ways to promote their products on social media platforms. Below we provide definition and examples of some common types of ads on social media platforms:

1. Influencer-based ads refer to posts or short videos **influencers** share on social media platforms endorsing a product or service. **Who is an influencer?** An influencer could be a celebrity or someone who has built a reputation for their knowledge and expertise on a specific topic. See example of a chef promoting shopify:

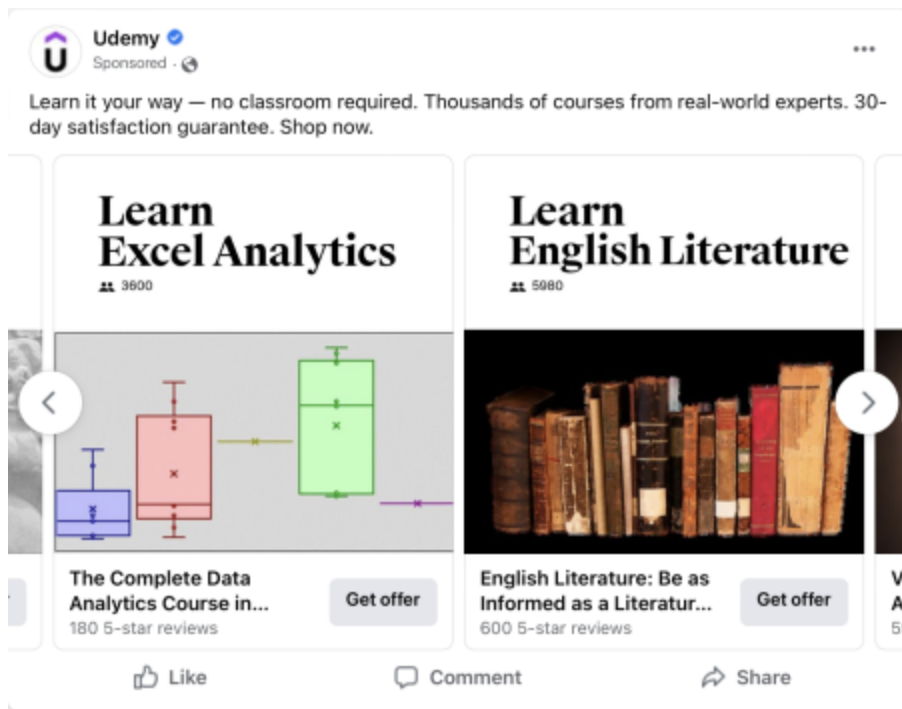
2. Soft Targeted Ads refer to articles from digital media companies such as 'Buzzfeed,' 'Quint' etc., with product links to other shopping sites, such as Amazon. **For example**, a user could encounter a BuzzFeed article about '**28 Pieces of Furniture to buy**' on their social media platform.



3. Video Ads refer to **ads from companies** shown in the form of a short video on a social media platform. **For example**, short video ads

are shown on YouTube before the actual video begins.

4. **Text/Image Ads** refer to **ads from companies** shown as text or images on a social media platform. **For example**, ads for printers from Amazon on a social media platform.



Ad format random generator

Q14. You select "**`${q://QID95/ChoiceGroup/SelectedAnswers/1}`**" for **influencer-based ads**. Could you please elaborate on this? Definitions of various ad types are provided below for reference.

Q15. You select "**`${q://QID95/ChoiceGroup/SelectedAnswers/2}`**" for **soft targeted ads**. Could you please elaborate on this? Definitions of various ad types are provided below for reference.

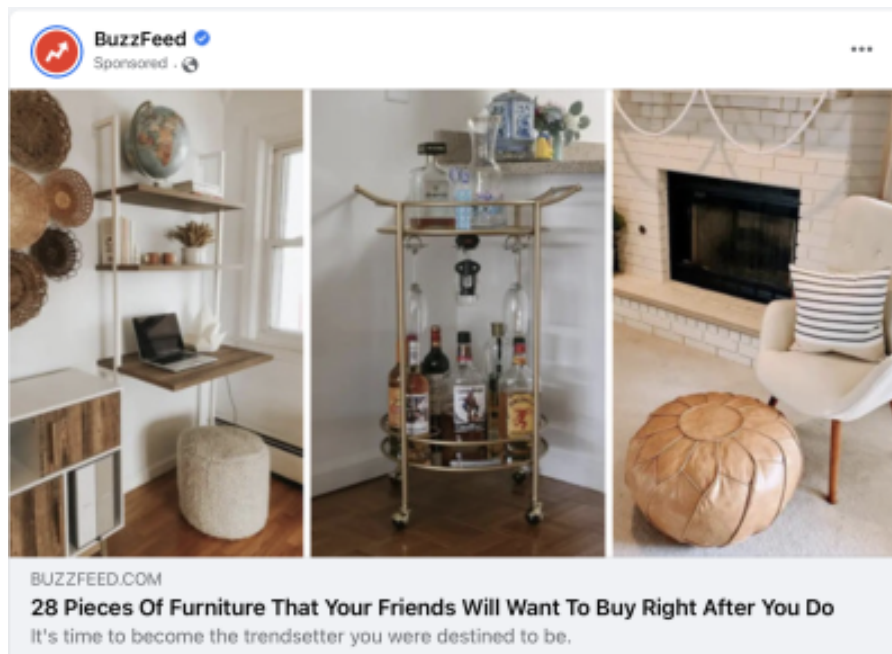
Q16. You select "**`${q://QID95/ChoiceGroup/SelectedAnswers/3}`**" for **video ads**. Could you please elaborate on this? Definitions of various ad types are provided below for reference.

Q17. You select "**`${q://QID95/ChoiceGroup/SelectedAnswers/4}`**" for **text ads**. Could you please elaborate on this? Definitions of various ad types are provided below for reference.

Ad types. Advertisers can use various ways to promote their products on social media platforms. Below we provide definition and examples of some common types of ads on social media platforms:

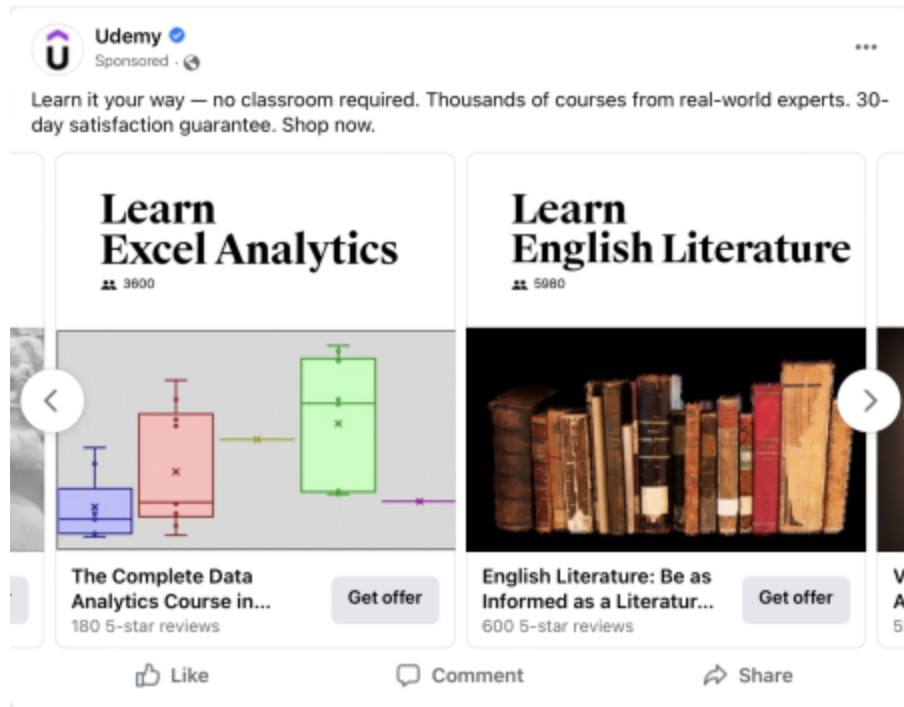
1. **Influencer-based ads** refer to posts or short videos **influencers** share on social media platforms endorsing a product or service. **Who is an influencer?** An influencer could be a celebrity or someone who has built a reputation for their knowledge and expertise on a specific topic. See example of a chef promoting shopify:

2. Soft Targeted Ads refer to articles from digital media companies such as 'Buzzfeed,' 'Quint' etc., with product links to other shopping sites, such as Amazon. **For example**, a user could encounter a BuzzFeed article about '**28 Pieces of Furniture to buy**' on their social media platform.



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4. **Text/Image Ads** refer to **ads from companies** shown as text or images on a social media platform. **For example**, ads for printers from Amazon on a social media platform.



RQ2: Benefits, Concerns

Q19. How much do you agree or disagree with the following statements about some possible **benefits** of seeing targeted ads on social media platforms?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Ads are convenient and save time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can explore a product or service offered by different brands/ compare different brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I find advertising on social media platforms to be relevant to my interests	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads help me to get a discount	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads help connect me with small businesses and support their growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other benefits <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20. How much do you agree or disagree with the following statements about possible concerns related to the **quality of targeted ads** you encounter on social media platforms?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I receive poor quality ads (the ad seems low quality and poorly designed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive pushy or manipulative ads that demand me to do something, e.g., buy more stuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive clickbait ads (e.g. ad designed to attract attention using sensationalist headlines or cheap gimmick. It makes users want to click on it and find out what it's about)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I find advertising on social media platforms distracting and not useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive offensive, uncomfortable, or distasteful ads (the ad uses repulsive, gross, provocative, or overly sexualized content)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other concerns <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21. How much do you agree or disagree with the following statements about possible concerns related to **security and privacy issues** about targeted ads you encounter on social media platforms?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Ads could collect my data and lead to possible data breach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads could sell my data to 3rd parties (e.g. Ad agencies, other companies, social media platforms, or government)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad system could access my devices (e.g. microphone, camera, text messages) to track my activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encounter fraudulent advertising (the ad is engaging in false advertising or appears to be lying/fake)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other concerns (please describe) <div></div>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22. How much do you agree or disagree with the following statements about possible concerns of seeing **ads targeting personal attributes** of people on social media platforms?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I receive finance-related ads e.g. credit card, loans, mortgage financing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive ads on sensitive topics such as weight-loss programs or online mental health prescription services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive ads targeting my demographic attributes such as age, gender, ethnicity/race	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive political ads (the ad is trying to push a political point of view onto the user, or uses political themes to sell something)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive religious ads (the ad is trying to push a religious point of view onto user, or uses religious themes to sell something)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I usually find advertising on social media platforms irrelevant because they are not tailored to my interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other concerns (please describe) <div></div>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RQ3: Use of Ads settings

Q23. This is an attention check question. Please type following into the box: "I am paying attention".

Ad settings. When seeing ads on social media platforms, people often engage in various behaviors to manage ads. Examples of these behaviors are shared below:

Ad management strategy: Ignore the ad and scroll past it

Ad setting: Report Ads

**VLbe51jWRYbFQHvs6ZXsWJHZMEpGsy6rVEU_Cb-
j1aADnDJv2rGJw_19GLLG9Myb6K1hwJ6Cq2bNFcaTh5mhjn1
pGoa8XOtc**

**Ad setting: Turn-off notification on Ads comment/post
nqyxSv-**

**BBASz8mYw2vFTkiy8GxeG_hwwjsUAEkAoBGYoWdoM_eaiT
iAo-oIQ3JKim85gBdAjUAydWETUV58j8n-c**

Ad setting: Unfollow Ads page

**QXvgpTomWuVQjzhYSobBfj_vhRnR571hAhgrtPWCbKarCgda
y2BIY_ntbbQwVCYamJj2Ll1pd8T2mohINffeGFIM**

Q25. When seeing ads on social media platforms, which of the following behaviors did you previously engage with? [Select all that apply].
Examples of these behaviors are shared below for reference.

- | | |
|---|--|
| <input type="checkbox"/> Ad setting: Unfollow Ads page | <input type="checkbox"/> Ad management strategy: Speed-up the video ads |
| <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Ad management strategy: Ignore ad and scroll past it | <input type="checkbox"/> |
| <input type="checkbox"/> Ad setting: Report Ads | <input type="checkbox"/> Ad setting: Turn-off notification on Ads comment/post |
| <input type="checkbox"/> Ad setting: Hide Ads | <input type="checkbox"/> I use some other ad management strategy. |
| <input type="checkbox"/> | <input type="checkbox"/> <div style="border: 1px solid black; height: 40px; width: 100%;"></div> |
| <input type="checkbox"/> Ad setting: Turn-off location for the social media app in phone settings | <input type="checkbox"/> I don't engage in behaviors (ad settings or ad management strategies) to manage ads on social media |
| <input type="checkbox"/> Ad setting: Ad Preferences and settings page | |

Q26. How often do you engage with the following behaviors? Examples of these behaviors are shared below for reference.

	Never	Rarely	Sometimes	Often	Always
» Ad setting: Hide Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Ad setting: Report Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Ad setting: Unfollow Ads page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Ad setting: Turn-off location for the social media app in phone settings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Ad setting: Ad Preferences and settings page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Ad setting: Turn-off notification on Ads comment/post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Ad management strategy: Speed-up the video ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Ad management strategy: Ignore ad and scroll past it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» I use some other ad management strategy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» I don't engage in behaviors (ad settings or ad management strategies) to manage ads on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ad settings.

When seeing ads on social media platforms, people often engage in various behaviors to manage ads. Examples of these behaviors are shared below:

Ad management strategy: Ignore the ad and scroll past it

Ad setting: Report Ads

**VLbe51jWRYbFQHvs6ZXsWJHZMEpGsy6rVEU_Cb-
j1aADnDJv2rGJw_19GLLG9Myb6K1hwJ6Cq2bNFcaTh5mhjn1
pGoa8XOtc**

Ad setting: Turn-off notification on Ads comment/post
nqyxSv-

**BBASz8mYw2vFTkiy8GxeG_hwwjsUAEkAoBGYoWdoM_eaiT
iAo-oIQ3JKim85gBdAjUAydWETUV58j8n-c**

Ad setting: Unfollow Ads page

**QXvgpTomWuVQjzhYSobBfj_vhRnR571hAhgrtPWCbKarCgda
y2BIY_ntbbQwVCYamJj2Ll1pd8T2mohINffeGFIM**

Q28. You shared you have not engaged in behaviors (ad settings or ad management strategies) to manage ads on social media platforms. We are interested to know why. Does any of the following reasons apply to you? [Select all that apply]

- ☐ I don't know how to access ads settings
- ☐ It is useless because it will not reduce repetitive Ads
- ☐ I don't have time
- ☐ Others

Q29. How confident do you feel in engaging with various behaviors to manage ads on social media platforms? Examples of these behaviors are shared below for reference.

	1 - Not at all confident	2 - Slightly confident	3 - Moderately confident	4 - Very confident	5 - Extremely confident
Ad management strategy: Ignore the ad and scroll past it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad management strategy: Speed up the video ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad setting: Report Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad setting: Hide Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad setting: Unfollow Ads page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad setting: Turn-off notification on Ads comment/post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad setting: Ad Preference and settings page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ad setting: Turn-off location for the social media app in phone settings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30. When seeing ads on social media platforms, people often engage in various behaviors to manage ads. Examples of these behaviors are shared below:

Ad management strategy: Ignore the ad and scroll past it

Ad setting: Report Ads

**VLbe51jWRYbFQHvs6ZXsWJHZMEpGsy6rVEU_Cb-
j1aADnDJv2rGJw_19GLLG9Myb6K1hwJ6Cq2bNFcaTh5mhjn1
pGoa8XOtc**

Ad setting: Turn-off notification on Ads comment/post
nqyxSv-

**BBASz8mYw2vFTkiy8GxeG_hwwjsUAEkAoBGYoWdoM_eaiT
iAo-oIQ3JKim85gBdAjUAydWETUV58j8n-c**

Ad setting: Unfollow Ads page

**QXvgpTomWuVQjzhYSobBfj_vhRnR571hAhgrtPWCbKarCgda
y2BIY_ntbbQwVCYamJj2Ll1pd8T2mohINffeGFIM**

Q31. If there was a magic tool in social media that can manage ads, what types of features would you like this tool to have specifically related to web trackers and advertisers? [Select all that apply]

- ☐ Add a "blue tick mark" for ads verified by social media platform as safe
- ☐ Ads should be shown at specific times of the user's choosing
- ☐ Establish a ranking system for ads using metrics such as positive review count
- ☐ Users should be able to filter ads based on preference, e.g., filter irrelevant or repetitive ads
- ☐ Ads should be shown in a separate window within the social media app
- ☐ Other (Please describe)

Religion

Q32. What is your present religion, if any?

- ☐ Jain
- ☐ Muslim (including “Islam, Islamic, Nation of Islam, etc.”)
- ☐ Christian (including Protestant, Catholic, etc.)
- ☐ Hindu
- ☐ Buddhist
- ☐ Sikh
- ☐ No religion, not a believer (including atheist, agnostic)
- ☐ Other (Please describe):
- ☐ Prefer not to disclose

Q33. How important is religion in your life?

- ☐ 1: Not at all important
- ☐ 2: Slightly important
- ☐ 3: Moderately important
- ☐ 4: Very important
- ☐ 5: Extremely important

Q34. People practice their religion in different ways. How often do you practice your religion, for example, pray or take part in religious services?

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Often
- ☐ Very often

Q35. How do your religious values impact your experience with ads (positive or negative) on social media platforms, if at all? Please describe your experience.

Q36. What is your current living status?

- ☐ Nuclear (i.e. A family model of two parents and or children)
- ☐ Joint (i.e. a larger family type comprising members of an unilinear descent group, living together with spouses and offspring in a single household, with one member holding authority over all)
- ☐ With one or more roommates or domestic partners
- ☐ Alone
- ☐ Other (Please describe)

Cultural Dimensions

Ads & values. We are interested in knowing how your ad experiences connect to your personal values. We will ask a set of likert scale questions below to understand how much you agree with statements about personal values.

Q38. Please use the following scale to indicate how much you agree with the following statements.

	1: Strongly disagree	2: Disagree	3: Neither agree nor disagree	4: Agree	5: Strongly agree
Parents and children must stay together as much as possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is my duty to take care of my family, even when I have to sacrifice what I want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family members should stick together, no matter what sacrifices are required	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to me that I respect the decisions made by my groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q39. Please use the following scale to indicate how much you agree with the following statements.

	1: Strongly disagree	2: Disagree	3: Neither agree nor disagree	4: Agree	5: Strongly agree
It is important that I do my job better than others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Winning is everything.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competition is the law of nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please select "3: Neither agree nor disagree" to verify that you are paying attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q40. Please use the following scale to indicate how much you agree with the following statements.

	1: Strongly disagree	2: Disagree	3: Neither agree nor disagree	4: Agree	5: Strongly agree
If a coworker gets a prize, I would feel proud	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The well-being of my coworkers is important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To me, pleasure is spending time with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good when I cooperate with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q41. Please use the following scale to indicate how much you agree with the following statements.

	1: Strongly disagree	2: Disagree	3: Neither agree nor disagree	4: Agree	5: Strongly agree
I'd rather depend on myself than others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rely on myself most of the time; I rarely rely on others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My personal identity, independent of others, is very important to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q42. Please use the following scale to indicate how much you agree with the following statements.

	1: Strongly disagree	2: Disagree	3: Neither agree nor disagree	4: Agree	5: Strongly agree
It is important to have instructions spelled out in detail so that I always know what I'm expected to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to closely follow instructions and procedures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rules and regulations are important because they inform me of what is expected of me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Standardized work procedures are helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructions for operations are important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

Q43. What age bracket do you fall under?

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75+

Q44. What is your gender identity?

- ☐ Woman
- ☐ Man
- ☐ Non-binary
- ☐ Prefer not to disclose
- ☐ Prefer to self-describe:

Q45. Choose one or more races/ethnicities that you consider yourself to be. (Select all that apply)

☐ Dravidian

☐ Indo-Aryan

☐ Other Minority Group (Please describe):

☐ Prefer not to disclose

☐ Prefer to self-describe:

Q46. Choose one or more races/ethnicities that you consider yourself to be. (Select all that apply)

☐ Bengali

☐ Prefer not to disclose

☐ Other indigenous ethnic group (Please describe):

☐ Prefer to self-describe:

Q47. Choose one or more races/ethnicities that you consider yourself to be. (Select all that apply)

☐ Pashtun (Pathan)

☐ Sindhi

☐ Saraiki

☐ Punjabi

☐ Balochi

☐ Muhajirs

☐ Prefer not to disclose

☐ Other minority group (Please describe):

☐ Prefer to self-describe:

Q48. Choose one or more races/ethnicities that you consider yourself to be. (Select all that apply)

- ☐ American Indian or Alaska Native
- ☐ South Asian
- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Middle Eastern
- ☐ Native Hawaiian or Pacific Islander
- ☐ White
- ☐ Prefer not to disclose
- ☐ Prefer to self-describe:

Q49. What is the highest level of school you have completed or the highest degree you have received?

- ☐ Less than high school
- ☐ High school or equivalent
- ☐ Some college, currently enrolled in college, or two-year associate's degree
- ☐ Bachelor's degree
- ☐ Some graduate school, or currently enrolled in graduate school
- ☐ Master's or professional degree
- ☐ Doctorate degree

Q50. What is your current employment status? (Select all that apply)

- ☐ Employed full-time
- ☐ Employed part-time
- ☐ Out of work and looking for work
- ☐ Out of work but not currently looking for work
- ☐ Stay-at-home-parent
- ☐ Student
- ☐ Military
- ☐ Retired
- ☐ Unable to work

Q51. Do you have a college degree or work experience in computer science, software development, web development or similar computer-related fields?

- ☐ Yes
- ☐ No

Q52. How much total combined income did all members of your household earn in the last year?

- ☐ Below ₹2,00,000
- ☐ ₹2,00,001 - ₹5,00,000
- ☐ ₹5,00,001 - ₹10,00,000
- ☐ ₹10,00,001 - ₹20,00,000
- ☐ ₹20,00,001 - ₹50,00,000
- ☐ Above ₹50,00,000
- ☐ Prefer not to disclose

Q53. How much total combined income did all members of your household earn in the last year?

- ☐ Below 2,00,000 BDT
- ☐ 2,00,001 - 5,00,000 BDT
- ☐ 5,00,001 - 10,00,000 BDT
- ☐ 10,00,001 - 20,00,000 BDT
- ☐ 20,00,001 - 50,00,000 BDT
- ☐ Above 50,00,000 BDT
- ☐ Prefer not to disclose

Q54. How much total combined income did all members of your household earn in the last year?

- ☐ Less than 200,000 PKR
- ☐ 200,000 - 500,000 PKR
- ☐ 500,001 - 1,000,000 PKR
- ☐ 1,000,001 - 2,000,000 PKR
- ☐ 2,000,001 - 5,000,000 PKR
- ☐ More than 5,000,000 PKR
- ☐ Prefer not to disclose

Q55. How much total combined money did all members of your household earn in the last year?

- ☐ Less than \$20,000
- ☐ \$20,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ Over \$100,000
- ☐ Prefer not to disclose

Q56. Please share your feedback about the survey. [optional]

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