Supplementary Material: Cross-Country Examination of People's Experience with Targeted Advertising on Social Media

A.1 Residency Screener Questions

1. 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? o I can't promise either way o Yes, I will o No, I will not

2. What is your country of origin? o India o Bangladesh o Pakistan o United States of America o Others

3. Which country do you currently live in? o India o Bangladesh o Pakistan o United States of America o Others

Participants need to answer "Yes, I will" for survey quality question, and select same country for both "country of origin" and "country currently living in" to proceed to the next page. If the answer is "No" or the "country of origin" do not match the "country currently living in", show an error message, "Thank you for taking the time to answer a few questions. Unfortunately, you do not qualify for this particular survey, but we do hope to hear from you in the future."

A.2   Social Media use

1. Have you used any social media (e.g., Facebook, Instagram, Twitter, and YouTube) in the last six months? o Yes o No

2. Which social media platform do you use? (Select all that apply) o Facebook o Instagram o YouTube o LinkedIn o Twitter o TikTok o Snapchat o Other (Please specify)

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

	Few times a month or less	Once per week	Several times per week	Once per day	Several times per day
Facebook	○	○	○	○	○
Instagram	○	○	○	○	○
YouTube	○	○	○	○	○
LinkedIn	○	○	○	○	○
Twitter	○	○	○	○	○
TikTok	○	○	○	○	○
Snapchat	○	○	○	○	○
Other (Please specify)	○	○	○	○	○

Participants need to answer "Yes" for using social media platforms to proceed to the next question. If the answer is "No", show an error message, "Thank you for taking the time to answer a few questions. Unfortunately, you do not qualify for this particular survey, but we do hope to hear from you in the future."

A.3   RQ1: Ad formats

1. Ad types Advertisers can use various ways to promote their products on social media platforms. Below we provide definitions 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 the 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.

2. Which types of Targeted Ads do you see often on social media platforms? o Influencer-based ads o Soft Targeted Ads o Video Ads o Text/Image Ads o Others (Please describe)

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

	Few times a month or less	Once per week	Several times per week	Once per day	Several times per day
Influencer based ads	○	○	○	○	○
Soft Targeted Ads	○	○	○	○	○
Video Ads	○	○	○	○	○
Text or Image Ads	○	○	○	○	○
Others (Please describe)	○	○	○	○	○

4. 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	○	○	○	○	○
Soft Targeted Ads	○	○	○	○	○
Video Ads	○	○	○	○	○
Text or Image Ads	○	○	○	○	○
Others (Please describe)	○	○	○	○	○

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

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A.3.1 Ad format random generator

1. You select "q://QID95/ChoiceGroup/SelectedAnswers/1" for influencer-based ads. Could you please elab-orate on this? Definitions of various ad types are provided below for reference.

2. 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.

3. 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.

4. 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.

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A.4 RQ2: Benefits and Concerns

1. 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 help me to get a discount	○	○	○	○	○
In general, I find advertising on social media platforms to be relevant to my interests	○	○	○	○	○
I can explore a product or service offered by different brands/ compare different brands	○	○	○	○	○
Ads help connect me with small businesses and support their growth	○	○	○	○	○
Ads are convenient and save time	○	○	○	○	○
Other benefits	○	○	○	○	○

2. 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)	○	○	○	○	○

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I receive click-bait 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)	○	○	○	○	○
In general, I find advertising on social media platforms distracting and not useful	○	○	○	○	○
I receive offensive, uncomfortable, or distasteful ads (the ad uses repulsive, gross, provocative, or overly sexualized content)	○	○	○	○	○
I receive pushy or manipulative ads that demand me to do something, e.g., buy more stuff	○	○	○	○	○
Other concerns	○	○	○	○	○

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

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree

Encounter fraudulent advertising (the ad is engaging in false advertising or appears to be lying/fake)	◯	◯	◯	◯	◯
Ad system could access my devices (e.g. microphone, camera, text messages) to track my activities	◯	◯	◯	◯	◯
Ads could sell my data to 3rd parties (e.g. Ad agencies, other companies, social media platforms, or government)	◯	◯	◯	◯	◯
Ads could collect my data and lead to possible data breach	◯	◯	◯	◯	◯
Other concerns	◯	◯	◯	◯	◯

4. 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 ads on sensitive topics such as weight-loss programs or online mental health prescription services	◯	◯	◯	◯	◯

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)	○	○	○	○	○
I receive religious ads (the ad is trying to push a religious point of view onto user, or uses religious themes to sell something)	○	○	○	○	○
I receive ads targeting my demographic attributes such as age, gender, ethnicity/race	○	○	○	○	○
I receive finance-related ads e.g. credit card, loans, mortgage financing	○	○	○	○	○
I usually find advertising on social media platforms irrelevant because they are not tailored to my interest	○	○	○	○	○
Other concerns	○	○	○	○	○

A.5 RQ3: Use of Ads settings

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

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

Ad management strategy: Ignore the ad and scroll past it

Ad management strategy: Speed up the video ads

Ad setting: Report Ads

Ad setting: Hide Ads

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

Ad setting: Ad Preferences and Settings page

Ad setting: Unfollow Ads page

Ad setting: Turn-off location for the social media app in phone settings

3. 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. o Ad setting: Hide Ads o Ad setting: Report Ads o Ad setting: Unfollow Ads page o Ad setting: Turn-off location for the social media app in phone settings o Ad setting: Ad Preferences and settings page o Ad setting: Turn-off notification on Ads comment/post o Ad management strategy: Speed-up the video ads o Ad management strategy: Ignore ad and scroll past it o I use some other ad management strategy o I don't engage in behaviors (ad settings or ad management strategies) to manage ads on social media

4. 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	○	○	○	○	○
Ad setting: Report Ads	○	○	○	○	○
Ad setting: Unfollow Ads page	○	○	○	○	○
Ad setting: Turn-off location for the social media app in phone settings	○	○	○	○	○
Ad setting: Ad Preferences and settings page	○	○	○	○	○
Ad setting: Turn-off notification on Ads comment/post	○	○	○	○	○

Ad management strategy: Speed-up the video ads	○	○	○	○	○
Ad management strategy: Ignore ad and scroll past it	○	○	○	○	○
I use some other ad management strategy	○	○	○	○	○

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

   Ad management strategy: Ignore the ad and scroll past it

   Ad management strategy: Speed up the video ads

   Ad setting: Report Ads

   Ad setting: Hide Ads

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

   Ad setting: Ad Preferences and Settings page

   Ad setting: Unfollow Ads page

   Ad setting: Turn-off location for the social media app in phone settings

6. (*(If option "I don't engage in behaviors (ad settings or ad management strategies) to manage ads on social media" is selected.)* 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]. o I don't know how to access ads settings o It is useless because it will not reduce repetitive Ads o I don't have time o Others

7. 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 confiden	2 - Slightly confiden	3 - Mo derately confiden	4 - Very confiden	5 - Extremely confiden
Ad setting: Hide Ads	○	○	○	○	○
Ad setting: Report Ads	○	○	○	○	○
Ad setting: Unfollow Ads page	○	○	○	○	○

	○	○	○	○	○
Ad setting: Turn-off location for the social media app in phone settings	○	○	○	○	○
Ad setting: Ad Preferences and settings page	○	○	○	○	○
Ad setting: Turn-off notification on Ads comment/post	○	○	○	○	○
Ad management strategy: Speed-up the video ads	○	○	○	○	○
Ad management strategy: Ignore ad and scroll past it	○	○	○	○	○

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

> Ad management strategy: Ignore the ad and scroll past it
>
> Ad management strategy: Speed up the video ads
>
> Ad setting: Report Ads
>
> Ad setting: Hide Ads
>
> Ad setting: Turn-off notification on Ads comment/post
>
> Ad setting: Ad Preferences and Settings page
>
> Ad setting: Unfollow Ads page
>
> Ad setting: Turn-off location for the social media app in phone settings

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

A.6   Religion

1. What is your present religion, if any? o Hindu o Muslim (including "Islam, Islamic, Nation of Islam, etc.") o Christian (including Protestant, Catholic, etc.) o Jain o Sikh o Buddhist o No religion, not a believer (including atheist, agnostic) o Prefer not to disclose o Other (Please describe)

2. How important is religion in your life? o Not at all important o Slightly important o Moderately important o Very important o Extremely important

3. People practice their religion in different ways. How often do you practice your religion, for example, pray or take part in religious services? o Never o Rarely o Occasionally o Often o Very often

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

5. What is your current living status? o Alone o With one or more roommates or domestic partners o Nuclear (i.e. A family model of two parents and or children) o 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) o Other (Please describe)

B.1   Cultural Dimensions

1. 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.

2. Please use the following scale to indicate how much you agree with the following statements *(Vertical Collectivism)*.

	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	○	○	○	○	○
It is my duty to take care of my family, even when I have to sacrifice what I want	○	○	○	○	○

Family members should stick together, no matter what sacrifices are required	○	○	○	○	○
It is important to me that I respect the decisions made by my groups	○	○	○	○	○

3. Please use the following scale to indicate how much you agree with the following statements *(Vertical Individualism)*.

	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.	○	○	○	○	○
Winning is everything.	○	○	○	○	○
Competition is the law of nature	○	○	○	○	○
Please select "3: Neither agree nor disagree" to verify that you are paying attention.	○	○	○	○	○

4. Please use the following scale to indicate how much you agree with the following statements *(Horizontal Collectivism)*.

	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	○	○	○	○	○

	1: Strongly disagree	2: Disagree	3: Neither agree nor disagree	4: Agree	5: Strongly agree
The well-being of my coworkers is important to me	○	○	○	○	○
To me, pleasure is spending time with others	○	○	○	○	○
I feel good when I cooperate with others	○	○	○	○	○

5. Please use the following scale to indicate how much you agree with the following statements *(Horizontal Individualism)*.

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

6. Please use the following scale to indicate how much you agree with the following statements *(Uncertainty Avoidance)*.

	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	○	○	○	○	○
It is important to closely follow instructions and procedures	○	○	○	○	○
Rules and regulations are important because they inform me of what is expected of me	○	○	○	○	○
Standardized work procedures are helpful	○	○	○	○	○
Instructions for operations are important	○	○	○	○	○

A.8 Demographics

1. What age bracket do you fall under? o 18-24 o 25-34 o 35-44 o 45-54 o 55-64 o 65-74 o 75+

2. What is your gender identity? o Woman o Man o Non-binary o Prefer not to disclose o Prefer to self-describe

3. *(If country of origin = India:)* Choose one or more races/ethnicities that you consider yourself to be. (Select all that apply) Indo-Aryan Dravidian Prefer not to disclose Other Minority Group (Please describe) Prefer to self-describe

4. *(If country of origin = Bangladesh:)* 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

5. *(If country of origin = Pakistan:)* Choose one or more races/ethnicities that you consider yourself to be. (Select all that apply) Punjabi Pashtun (Pathan) Sindhi Saraiki Muhajirs Balochi Prefer not to disclose Other minority groups (Please describe) Prefer to self-describe

6. *(If country of origin = United States:)* 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

7. What is the highest level of school you have completed or the highest degree you have received? o Less than high school o High school or equivalent o Some college, currently enrolled in college, or two-year associate's degree o Bachelor's degree o Some graduate school, or currently enrolled in graduate school o Master's or professional degree o Doctorate degree

8. 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

9. Do you have a college degree or work experience in computer science, software development, web development or similar computer-related fields? o Yes o No

10. *(If country of origin = India:)* How much total combined income did all members of your household earn in the last year? o Below 2,00,000 o 2,00,001 - 5,00,000 o 5,00,001 - 10,00,000 o 10,00,001 - 20,00,000 o 20,00,001 - 50,00,000 o Above 50,00,000 o Prefer not to disclose

11. *(If country of origin = Bangladesh:)* How much total combined income did all members of your household earn in the last year? o Below 2,00,000 BDT o 2,00,001 - 5,00,000 BDT o 5,00,001 - 10,00,000 BDT o 10,00,001 - 20,00,000 BDT o 20,00,001 - 50,00,000 BDT o Above 50,00,000 BDT o Prefer not to disclose

12. *(If country of origin = Pakistan:)* How much total combined income did all members of your household earn in the last year? o Less than 200,000 PKR o 200,000 - 500,000 PKR o 500,001 - 1,000,000 PKR o 1,000,001 - 2,000,000 PKR o 2,000,001 - 5,000,000 PKR o More than 5,000,000 PKR o Prefer not to disclose

13. *(If country of origin = United States:)* How much total combined income did all members of your household earn in the last year? o Less than $20,000 o $20,000 to $34,999 o $35,000 to $49,999 o $50,000 to $74,999 o $75,000 to $99,999 o Over $100,000 o Prefer not to disclose