

INTRO BLOCK

Thank you for taking the time to participate in our research study. This is a brief survey about social media use and your perspectives about online Influencers.

Also, by completing this survey, you have the option of entering a raffle to win a \$30 Amazon gift card!

This study is being conducted as part of a classroom project for a San Diego State University Marketing Research course.

This survey will only take about 5 to 8 minutes to complete.

Your honest responses will help us better understand the influence of these relationships in marketing and advertising. Your answers will remain completely anonymous, and there are no right or wrong responses — we just want your genuine thoughts.

Thank you again for your participation! Let's get started.

RAFFLE OPPORTUNITY:

If you would like to be entered into a raffle to win a \$30 Amazon gift card, you will have to supply a valid email address at the end of this survey. **This is entirely optional.** The winner of the raffle will be notified before **November 20, 2025** via that e-mail address. Only the professor of the course will have access to the e-mail addresses. The email addresses will not be shared with any other parties, and the e-mail addresses will only be used for the raffle drawing.

Before we begin, we would like to make sure you qualify for our study. Please indicate your age:

- ☐ Under 18
- ☐ 18-20
- ☐ 21-23
- ☐ 24-26
- ☐ 26-30
- ☐ 31-36

- ☐ 37-45
- ☐ 46 or older

In the last week, which of the following social media platforms did you use at least once?
(select all that apply)

- ☐ Instagram
- ☐ Youtube
- ☐ Twitch
- ☐ Tik Tok
- ☐ LinkedIn
- ☐ Facebook
- ☐ Reddit
- ☐ X (Twitter)
- ☐ Snapchat
- ☐ None of the above

INFLUENCER BLOCK

On the next screen, we are going to show you some online social media Influencers.

Please tell us which of the following online Influencers you recognize, even if you don't personally follow them.

Please select any Influencers you recognize, even if you don't personally follow them on social media.

- ☐ Ashton Hall



ashtonhall  ...
Ashton Hall
1,160 posts 18.4M followers 601 following
Reel creator
For His Glory 
You can reinvent your entire life in 1 year
link.me/ashtonhall  ashtonhall

☐ Alix Earle**alix_earle** ✓ ...

Alix Earle

755 posts 4.7M followers 843 following

! host of @hotmess
sippin' @sipmargs
alixearleteam@unitedtalent.com
hoo.be/alixearle

☐ xQc (Félix Lengyel)**xQc** ✓

12.2M followers

About xQc ✓

12.2M followers

THE BEST AT ABSOLUTELY EVERYTHING. THE JUICER. LEADER OF THE JUICERS.

☐ Emma Chamberlain**emmachamberlain** ✓ ...

emma chamberlain

777 posts 14.6M followers 3 following

@anythinggoes
@chamberlaincoffee
chamberlaincoffee.com and 3 more



Followed by nataliemariemeyer, kujucoffee + 1 more

☐ Jake Paul**jakepaul** ✓ ...

Jake Paul

1,521 posts 28.2M followers 620 following

👉 Jake vs Tank tickets 👈

www.ticketmaster.com/mvp-presents-jake-jakepaul
📍 jakepaul

☐ Mikayla Nogueira**mikaylanogueira** ✓ Mikayla Nogueira

Follow

Message



469 Following 17.2M Followers 1.8B Likes

Makeup Artist | Wife | Pug Mom | Masshole
Founder @pointofview

hoo.be/mikaylajmakeup

☐ Kai Cenat

kaicenat ...

Kai Cenat

16 posts 16.2M followers 156 followin

www.twitch.tv/kaicenat
☐ Dave Portnoy

stoolpresidente ...

Dave Portnoy

4,120 posts 5.6M followers 1,245 following

I invented Barstool Sports.

store.barstoolsports.com/collections/tunnel-1

stoolpresidente

☐ MrBeast

mrbeast ...

MrBeast

412 posts 78.8M followers 761 following

New MrBeast or MrBeast Gaming video every at noon eastern time!

☐ None of the above

You said you recognize the Influencer(s) listed below. Which of the following statements *most closely* explains how you recognize this Influencer.

I know of this Influencer, but I do not personally follow them on social media.

I follow this Influencer on social media.

» Alix Earle


alix_earle ...

Alix Earle

755 posts 4.7M followers 843 following

 host of @hotmess
 sipplin' @sigmargx
 alixearleteam@unitedtalent.com
hoo.be/alixearle


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mrbeast ...

MrBeast

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I follow this Influencer on social media.



Dave Portnoy



stoolpresidente ✓
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store.barstoolsports.com/collections/tunnel-1
[stoolpresidente](#)



Ashton Hall



ashtonhall ✓
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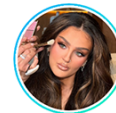
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jakepaul ✓
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mikaylanogueira ✓ Mikayla Nogueira
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Kai Cenat



kaicenat ✓
Kai Cenat
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Emma Chamberlain



emmachamberlain ✓
emma chamberlain
777 posts · 14.6M followers · 3 following
[@anythinggones](#)
[@chamberlaincoffee](#)
[chamberlaincoffee.com](#) and 3 more
Followed by nataliemariemeyer, kujacoffee + 1 more



None of the above



You said you recognize the Influencer(s) listed below.

In the past year, do you recall this Influencer ever selling or promoting a product/service (including their own line of products/brand)?

I recall this Influencer promoting or selling a product or service for sale.

I don't recall this Influencer ever promoting or selling any product or service.



Alix Earle



alix_earle
Alix Earle
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xQc (Félix Lengyel)



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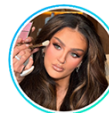
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[jakepaul](#)



Mikayla Nogueira



mikaylanogueira Mikayla Nogueira
[Follow](#) [Message](#)
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Founder @pointofview
hoo.be/mikaylajmakeup



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[chamberlaincoffee.com](#) and 3 more
Followed by nataliemariemeyer, kujucoffee + 1 more

☐
☐

» None of the above

☐
☐

Parasocial Relationship Block

The next set of questions are going to ask you some things about one specific Influencer you said you recognized, \${e://Field/ChosenInfluencer}.

For each question, please answer to the best of your ability. There are no right or wrong answers.

Thinking about \${e://Field/ChosenInfluencer}, have you ever:

	Yes	No
Shared this Influencer's content with other people on social media?	<input type="radio"/>	<input type="radio"/>
Followed or Subscribed to \${e://Field/ChosenInfluencer}?	<input type="radio"/>	<input type="radio"/>
Spent money to access content created or sponsored by \${e://Field/ChosenInfluencer}?	<input type="radio"/>	<input type="radio"/>
Commented on any social media content they have created?	<input type="radio"/>	<input type="radio"/>
Talked about \${e://Field/ChosenInfluencer} offline to your friends or family?	<input type="radio"/>	<input type="radio"/>

Yes

No

Donated money to a non-profit organization or charity because of this Influencer?

☐
☐

Thinking about \${e://Field/ChosenInfluencer}:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I seek out information to learn more about this Influencer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can relate to \${e://Field/ChosenInfluencer}'s attitudes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I care about what happens to \${e://Field/ChosenInfluencer}.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I look forward to seeing this Influencer's content.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have many of the same beliefs as this Influencer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This Influencer makes me feel as if I am with a friend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am aware of the personal details of \${e://Field/ChosenInfluencer}'s life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\${e://Field/ChosenInfluencer} keeps me company when viewing their content.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about \${e://Field/ChosenInfluencer} and their product/service promotion and sponsorship activity:

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am more likely to consider trying or buying a product promoted by this Influencer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A product or service sold by \${e://Field/ChosenInfluencer} is more likely than not to be something I would like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
When this Influencer promotes a brand, I find their message personally convincing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{e://Field/ChosenInfluencer\}$ seems honest when promoting products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your own words, what's your overall opinion and thoughts about $\{e://Field/ChosenInfluencer\}$?

General_Infl

We are almost done! This last set of questions are about your **general** opinions and behaviors toward social media and online Influencers.

In a **typical day**, how many hours would you say you dedicate to looking at or engaging with social media content?

- ☐ Less than 1 hour
- ☐ 1-2 hours
- ☐ 3-4 hours
- ☐ 5-7 hours
- ☐ 8-10 hours
- ☐ More than 10 hours

In the last year, have you ever made a purchase *directly* on Tik Tok using the TikTok Shop shopping feature?

- ☐ Yes
- ☐ No

In the last year, have you ever made a purchase *directly* on Instagram using the Instagram

Shopping feature?

- ☐ Yes
- ☐ No

Have you ever purchased something specifically because it was recommended by an online Influencer?

- ☐ Yes (write in the **Most Recent Product & Influencer** you can recall, its okay if you can't remember both!)

- ☐ No

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Non-binary / third gender
- ☐ I identify as
- ☐ Prefer not to say

Which statement best describes your **current** employment status?

- ☐ Working full time
- ☐ Working part time
- ☐ Not working
- ☐ Prefer not to answer

This may seem a little silly, but please bear with us.

When you're driving down the road in a car, which of these should make you stop?

- ☐ Strongly Agree
- ☐ Agree

- ☐ A Red Light
- ☐ Disagree
- ☐ Strongly Disagree

Which of these applies to you?

- ☐ I am not currently in college
- ☐ I am a college student, but I do not attend San Diego State University
- ☐ I am attending San Diego State University, but I am not a business student
- ☐ I am a business student attending San Diego State University

If you would like to be entered into the Amazon \$30 gift card opportunity, please enter a valid email address below. This is entirely optional. If you are the winner, this is the email address that will be used to contact you. The winner of the raffle will be contacted before November 20, 2025.

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