

Consent

Welcome to our study!

Please read the information below, which includes a brief description of the study and any

If you agree to participate in this study, please give your consent by responding "Consent and begin study" below.

If you do not want to participate in this study, please select that option below.

[REDACTED]

[REDACTED]

You are invited to participate in a research study conducted by [REDACTED]. Your participation is voluntary. You should read the information below, and ask questions about anything you do not understand, before deciding whether to participate. Please take as much time as you need to read the consent form. You may also decide to discuss participation with your family or friends.

PURPOSE OF THE STUDY

The purpose of this study is to examine people's habits related to their behavior on social media. This study will focus on FACEBOOK. We are seeking to understand why and how people use Facebook

STUDY PROCEDURES

If you participate in this study, you will share with us some basic information about yourself and how you use social media.

All data will be identified only by your Qualtrics participant ID, and permanently deleted after they are analyzed by researchers.

POTENTIAL RISKS AND DISCOMFORTS

There is no risk that people who are not connected with this study will learn a participant's identity or their personal information, as none of this survey data will be identifiable.

POTENTIAL BENEFITS TO PARTICIPANTS AND/OR TO SOCIETY

Participants will not receive direct benefit, beyond compensation, from their participation. The benefit to society of this research includes furthering our understanding of the reasons people engage in social media use.

CONFIDENTIALITY

We will keep our records for this study confidential as far as permitted by law. [REDACTED] may access the data. The HSPP reviews and monitors research studies to protect the rights and welfare of research subjects.

Data will not be identifiable. Only research associates and the principal investigators [REDACTED] Data will be kept until the study is completed and the data fully analyzed, then deleted and disposed of permanently.

PARTICIPATION AND WITHDRAWAL

Your participation is voluntary. Your refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this research study.

ALTERNATIVES TO PARTICIPATION

The alternative is to not participate.

INVESTIGATOR'S CONTACT INFORMATION



Study ID: UP-18-00767 Valid From: 3/31/2020

RIGHTS OF RESEARCH PARTICIPANT – IRB CONTACT INFORMATION

If you have questions, concerns, or complaints about your rights as a research participant or the research in general and are unable to contact the research team, or if you want to talk to someone independent of the research team,



- ☐ Consent and begin study.
- ☐ I do not want to participate (You will be sent to the end of the survey if you select this option, and not paid).

FB_Scenarios

Please answer the following questions and read carefully.

Imagine that you get **negative** reactions or comments from others on a Facebook post. How would this impact your next posts?

1 = I wouldn't post again for a long time	2	3	4 = It wouldn't change how often I posted	5	6	7 = I would post again almost immediately
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After **negative** reactions or comments from others on a Facebook post, how much time would pass until your next post?

Hours

Days (0 if less than 1 day)

Imagine that you get **positive** reactions or comments from others on a Facebook post. How would this impact your next posts?

1 = I wouldn't post again for a long time	2	3	4 = It wouldn't change how often I posted	5	6	7 = I would post again almost immediately
---	---	---	---	---	---	---



After **positive** reactions or comments from others on a Facebook post, how much time would pass until your next post?

Hours

Days (0 if less than 1 day)

How much does the feedback (reactions, comments) on your Facebook posts matter to you?

Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When you post on Facebook, do you wait for feedback (reactions, comments) on it before making a new post?

Never	Rarely (less than 10% of posts)	Occasionally (30% of posts)	Sometimes (50% of posts)	Frequently (70% of posts)	Usually (90% of posts)	Always
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Platform Effect Q

If Facebook put your friends' posts closer to the top of your newsfeed and added a prompt to post what you're doing right now, how would this impact your next posts?

1 = I wouldn't post again for a long time	2	3	4 = It wouldn't change how often I posted	5	6	7 = I would post again immediately
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If Facebook made the above change, how much time would pass until your next post?

Hours

Days (0 if less than 1 day)

If Facebook put my friends' posts closer to the top of my newsfeed and added a prompt to post what I'm doing right now, it would impact how often I use Facebook.

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FB_OVERALL

Please answer the following questions carefully.

How many Facebook friends do you have?

How long have you been using Facebook?

How many devices do you use Facebook with?

FB Posting Intensity

How many times per day (on average) do you post on Facebook?

How many times per week (on average) do you post on Facebook?

SRBAI

Posting on Facebook is something ...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Agree	Strongly agree
... I do automatically.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I do without having to consciously remember.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I do without thinking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... I start doing before I realize I'm doing it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Reasons

The following questions will ask about your reasons for using social media. Please read carefully and answer to the best of your knowledge.

Please tell us why you post on Facebook. Rate the importance each reason below.

	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
--	----------------------	----------------	--------------------	---------	----------------------	----------------	---------------------

	Not at all important	Low importance	Slightly important	Neutral	Moderately important	Very important	Extremely important
Staying in touch with current friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staying in touch with family members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting with old friends you've lost touch with	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connecting with others with shared interests or hobbies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making new friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interacting with celebrities, athletes, or politicians	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding potential romantic or dating partners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I post on Facebook...

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
When I feel tired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I feel lonely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I feel distant from friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I am in bed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I am on public transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I check my phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I open my computer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the restroom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After I return from work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After dinner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After lunch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
After I wake up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I feel my Facebook posting behavior has gotten out of control.

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I am addicted to posting on Facebook.

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I post on Facebook out of habit.

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RewardResponsiveness

Please answer the following questions about yourself.

	1 = Definitely not.	2	3	4	5	6	7	8	9 = Definitely yes.
1. I am someone who goes all-out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. If I discover something new I like, I usually continue doing it for a while.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I would do anything to achieve my goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. When I am successful at something, I continue doing it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. When I go after something I use a “no holds barred” approach.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. When I see an opportunity for something I like, I get excited right away.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. When I'm doing well at something, I love to keep at it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. If I see a chance of something I want, I move on it right away.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

DEMOGRAPHICS

Here is the last section of the studies. Please fill out a few demographic questions.

What is your gender?

☐ Male

☐ Female

☐ Other

How old are you?

What is your nationality?

What is your native language?

- ☐ English
- ☐ Other

What is the highest level of education you have completed?

- ☐ Less than High School
- ☐ High School / GED
- ☐ Some College
- ☐ 2-year College Degree
- ☐ 4-year College Degree
- ☐ Master's Degree
- ☐ Doctoral Degree
- ☐ Professional Degree (JD, MD)