Scanner\_Task\_Pilot\_S3

NOTE: INFORMATION THAT COULD IDENTIFY THE AUTHORS OR THEIR INSTITUTION HAS BEEN REDACTED TO FACILITATE BLINDED PEER REVIEW.

Survey Flow

EmbeddedData

pIDValue will be set from Panel or URL.

condValue will be set from Panel or URL.

EmbeddedData

tid = ${e://Field/pID}

Block: Default Question Block (2 Questions)

Standard: Block 2 (9 Questions)

Standard: Video (3 Questions)

Standard: Block 4 (3 Questions)

Standard: Sign-off (3 Questions)

|  |  |
| --- | --- |
| Page Break |  |

Start of Block: Default Question Block

|  |
| --- |
|  |

Q1.1

Q1.2 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Default Question Block

Start of Block: Block 2

Q2.1 Recall the messages you have read.   
Overall, what do you think about these Twitter users?

|  |  |
| --- | --- |
|  |  |

Q2.2

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| This user supports eating more meat. (18) |  |  |  |  |  |  |  |
| This user is persuasive to me. (19) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
|  |  |

Q2.3

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| This user supports eating more meat. (18) |  |  |  |  |  |  |  |
| This user is persuasive to me. (19) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
|  |  |

Q2.4

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| This user supports eating more meat. (18) |  |  |  |  |  |  |  |
| This user is persuasive to me. (19) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
|  |  |

Q2.5

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| This user supports eating more meat. (18) |  |  |  |  |  |  |  |
| This user is persuasive to me. (19) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
|  |  |

Q2.6

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| This user supports eating more meat. (18) |  |  |  |  |  |  |  |
| This user is persuasive to me. (19) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
|  |  |

Q2.7

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| This user supports eating more meat. (18) |  |  |  |  |  |  |  |
| This user is persuasive to me. (19) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
|  |  |

Q2.8

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| This user supports eating more meat. (18) |  |  |  |  |  |  |  |
| This user is persuasive to me. (19) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
|  |  |

Q2.9

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly disagree (1) | Disagree (2) | Somewhat disagree (3) | Neither agree nor disagree (4) | Somewhat agree (5) | Agree (6) | Strongly agree (7) |
| This user supports eating more meat. (18) |  |  |  |  |  |  |  |
| This user is persuasive to me. (19) |  |  |  |  |  |  |  |

End of Block: Block 2

Start of Block: Video

Q3.1 Lastly, you will watch a speech (3mins 45sec long) on meat consumption. After watching the video, please answer a few questions.  
  
  
Please make sure you have turned on the sound of your computer.  
  
  
  
Click on the button to proceed. The video will start automatically.

|  |  |
| --- | --- |
| Page Break |  |

Q3.2

Q3.3 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

End of Block: Video

Start of Block: Block 4

Q4.1 In a sentence or two, can you describe what the video is about?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Page Break |  |

|  |
| --- |
|  |

Q4.2 What do you think of the video?  
  
  
I find the video:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Totally disagree (21) | (22) | (23) | (24) | (25) | (26) | Totally agree (27) |
| Convincing (12) |  |  |  |  |  |  |  |
| Pleasant (13) |  |  |  |  |  |  |  |
| Impactful (14) |  |  |  |  |  |  |  |
| Boring (19) |  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| Page Break |  |

|  |
| --- |
|  |

Q4.3 Finally, to what extent do you agree or disagree with the following statements about your experience with the task?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Totally disagree (1) | (2) | (3) | (4) | (5) | (6) | Totally agree (7) |
| The task was easy to understand. (1) |  |  |  |  |  |  |  |
| I did not know what I was supposed to do. (2) |  |  |  |  |  |  |  |
| The ratings I provided really reflect my preferences and feelings. (3) |  |  |  |  |  |  |  |
| I liked this task. (4) |  |  |  |  |  |  |  |
| I had trouble focusing. (5) |  |  |  |  |  |  |  |
| I wasn't able to properly engage in the task, because it was too fast. (6) |  |  |  |  |  |  |  |
| The speed with which the task moved from screen to screen was good. (7) |  |  |  |  |  |  |  |
| The task was interesting. (8) |  |  |  |  |  |  |  |

End of Block: Block 4

Start of Block: Sign-off

reimbursement How would you like to be reimbursed for participating in this study?

* 7.50 Euros (1)
* 1.0 Communication Science Research Credits (2)

Display This Question:

If reimbursement = 1

bank\_details Please enter your bank details for reimbursement:

* Full name (1) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* IBAN (2) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* BIC (only needed for non-Dutch accounts) (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Address (4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Date of birth (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q5.1 **Thank you for completing this survey!**   
    
**Before you leave:** To ensure proper payment, please click the forward button now. You will be re-directed to the UvA lab website.

End of Block: Sign-off