

Introduction and informed consent

Welcome!

You are invited to participate in a study conducted by researchers from the Hertie School, one of the world's leading policy schools.

The goal of this survey is to learn about your opinions on various forms of speech online. Please note that we will present various example statements from social media that you may perceive as offensive.

Your participation is voluntary. You are free to not answer any question or to withdraw from the study at any time. This survey should take approximately 15 minutes to complete.

We hope that you would like to take part!

Consent

Before you decide to participate in this study, it is important that you understand why the research is being done and what it will involve. Please take the time to read the following information carefully. Please contact the researchers if you need more information.

Research Project

The title of the research project is "Global Preferences for Hate Speech Moderation". This research project is being conducted by Simon Munzert, Julia Ellingwood, Lisa Oswald and Richard Traunmüller at the Hertie School, Berlin.

Purpose of the Research

This is a study on public opinion and policy preferences in the context of online hate speech. Citizens in multiple countries are surveyed. Your participation is voluntary. Participation involves completion of a survey. You may choose not to answer any or all questions.

Study Procedure

You will be asked a series of questions in an online survey - mostly you will answer by clicking boxes to supply your opinion or experience. You may choose not to answer any questions that you are not comfortable answering. Participation in research is completely voluntary and you can stop any time by simply closing the webpage, at which point data you submitted until then will be recorded. Because the survey is anonymous, we will not be able to determine which survey answers belong to you, so you cannot withdraw information you have provided. You do not waive any legal rights by agreeing to take part in this study.

This survey is anonymous, involves a secure connection, and is being hosted by Qualtrics. Data in transit will always be encrypted and the results of your responses will be stored on an encrypted account which only the researchers will be able to access. However, please note that confidentiality cannot be guaranteed while data are in transit over the Internet. The survey software provider might use the data for improving product performance and other purposes, excluding personal data. Their services Terms of Service addressing confidentiality may be viewed at https://www.qualtrics.com/securitystatement/.

Risks and Benefits

Researchers involved in the study will protect your personal information if you accidentally provide any, and others will not be able to connect your responses to personally identifiable information. Any personal information that could identify you will be removed or changed before files are shared with other researchers or results are made public.

The results of this study will be presented at conferences, published in scientific journals, and linked on the researchers' websites. A fully anonymized version of the data will be made public upon publication of the results and will be hosted in perpetuity by the Open Science Framework: http://osf.io/. Anyone will be able to view the data from the study once the data is made public, but your answers contain no identifying information and so no one will be able to link any answer to you personally. As such, the survey involves minimal risk to you, and while there are no direct benefits, you will be helping to further scientific understanding of current public opinion.

This project has been reviewed by the Hertie School's Ethics Board for compliance with federal guidelines for research involving human participants. Please feel free to print this consent form for your records.

Contact

Questions about this project may be directed to Simon Munzert at speech-survey@hertie-school.org. Any concerns can be directed to the Hertie School's dean of research, Kai Wegrich at Dean-of-Research-and-Faculty@hertie-school.org.

I hereby confirm that I am at least 18 years old, that I have read, understood, and agree with the terms detailed above. Do you wish to participate in this survey?

O Yes

O No

Basic sociodemographics

Please state your gender.

Male

Female

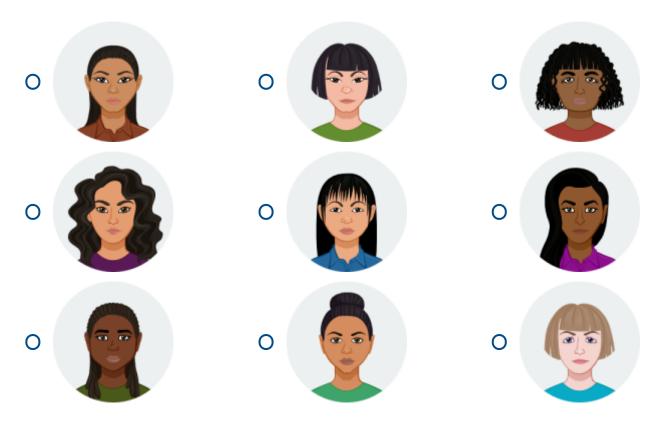
What is your year of birth?



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

- O Some high school or less (Grades 9-11 or Grade 12 with no diploma)
- O High school graduate or GED (includes technical/vocational training that does not count towards college credit)
- O Some college, no degree (includes some community college, associate's degree)
- O Bachelor's degree (e.g., B.A. or B.S.)
- O Some postgraduate or professional schooling, no postgraduate degree
- O Postgraduate or professional degree (includes master's doctorate, medical or law degree)

Which character do you think most closely resembles you?

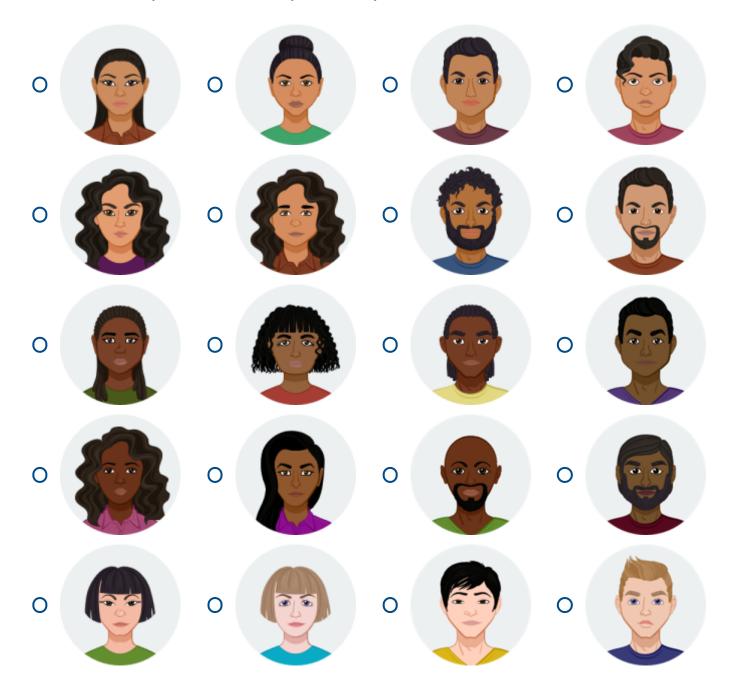








Which character do you think most closely resembles you?











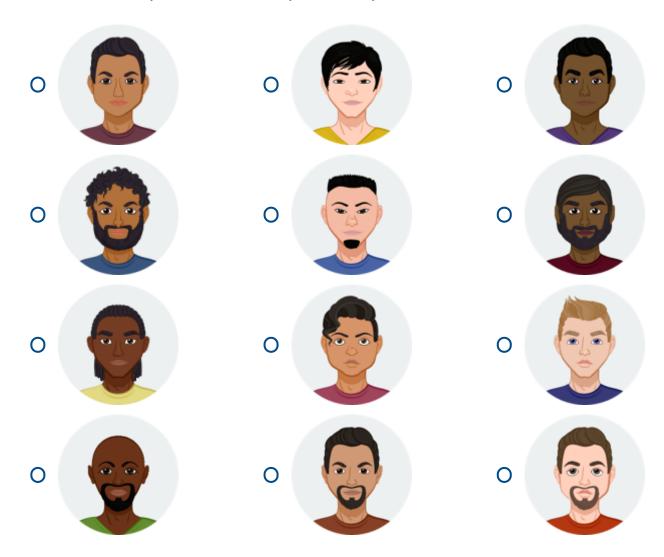








Which character do you think most closely resembles you?



Are you considering yourself being part of a minority in your country because of your ethnicity or race, religion, gender, sexual orientation, political belief, or another aspect of your identity?

- Yes, I'm part of a minority in my country.
- O No, I'm not part of a minority in my country.

Do you tend to agree or disagree with the following statements?

	Tend to agree	Tend to disagree	Unsure
We need strong and independent men!	0	0	0
Our institutions are built on racism.	0	0	0
We would be better off if everybody were vegan.	0	0	0
Immigration makes our society stronger and better!	0	Ο	0
Climate change is overrated - climate has always changed.	0	0	0
	Tend to agree	Tend to disagree	Unsure
It's my right to eat meat.	0	0	0
Climate change is a fundamental threat to humanity.	0	0	0
It should be fine for men to cry!	0	0	0
The United States of America should be for the American people!	0	Ο	0
Minority harassment has to disappear from the discourse.	0	0	0
	Tend to agree	Tend to disagree	Unsure
Racism is an overblown issue.	0	0	0
Stay-at-home moms are the best!	0	0	0
It's not my problem if others are hurt by my opinion.	0	Ο	0
Women should rule the world!	0	0	0
	Tend to agree	Tend to disagree	Unsure

Political preferences and behavior

How interested in politics are you?

- O Very interested
- O Moderately interested
- O Slightly interested
- O Not interested at all

- People in this country are **more free** to say what they think than they used to.
- O People in this country are **just as free** to say what they think as they used to.
- O People in this country are **less free** to say what they think than they used to.
- O Don't know

In politics people often talk about the "left" and the "right". On a scale between 1 (furthest left) and 11 (furthest right), where would you place yourself?

1 -Left

0

2

3

4

5

6

7

8

0

9

10

0

11 -Right

0

Generally speaking, do you usually think of yourself as a

- O Republican
- O Democrat
- O Independent
- O Other
- O None

Do you tend to agree or disagree with the following statements?

	Tend to agree	Tend to disagree	Unsure
Blue lives matter!	0	0	0
A life without faith is an empty life.	0	0	0
SUVs should be banned!	0	0	0
The poor are to blame for their poverty.	0	0	0
Driving my SUV is pure freedom!	0	0	0
	Tend to agree	Tend to disagree	Unsure
I am ashamed of my country!	0	0	0
Republicans are the one and only party.	0	0	0
Religion has done more harm than good to our society.	0	0	0
Democrats are the one and only party.	0	0	0
Tax the rich!	0	0	0
	Tend to agree	Tend to disagree	Unsure
Gay marriage has to be legal.	0	0	0

	Tend to agree	Tend to disagree	Unsure
Marriage has to be between a man and a woman.	0	0	0
Defund the police!	0	O	0
I am proud of my country!	0	0	0
	Tend to agree	Tend to disagree	Unsure

We'd like to get your feelings toward several prominent persons using something called the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable toward a person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person.

How do you feel about the following persons?

As you may have heard, Tesla CEO Elon Musk recently acquired the social media network Twitter. What is your opinion about this acquisition?

Strongly oppose



Somewhat oppose

O

Neither/nor

O

1/3/23, 12:28 PM Qualtrics Survey Software Somewhat favor Strongly favor As you may have also heard, Elon Musk recently restored Donald Trump's Twitter account after it had been suspended for more than 22 months. What do you think about this decision? Strongly oppose Somewhat oppose Neither/nor O Somewhat favor

Speech traits

Strongly favor

Do you feel more or less free to speak your mind than you used to, or about the same?

- More free than I used to.
- O Less free than I used to.
- O About the same.
- O Don't know

To what extent do you agree with the following statements?

Somewhat Strongly disagree disagree Somewhat agree Strongly agree We must not let people saying unacceptable O 0 0 0 things be heard. We must act against them.

	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree
Sometimes even in a democracy harmful views need to be silenced.	0	0	Ο	0

To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I am good at predicting how others feel.	0	0	0	0	0
I find it easy to take the perspective of others.	0	0	0	0	0
I am an empathetic person.	0	0	0	0	0

Online behavior

How often has the following happened to you on the internet, including social media?

	Never	Rarely	Sometimes	Often	Don't know
I have personally been threatened.	0	0	0	0	0
I have personally been offended or insulted.	0	0	0	0	0
I have seen views that make me angry.	0	0	0	0	0
I have seen views I disagree with.	0	0	0	0	0
I have witnessed how someone else has been offended, insulted, or threatened.	0	0	0	0	0

How often has the following happened to you on the internet, including social media?

	Never	Rarely	Sometimes	Often	Don't know
I posted or shared something that could be seen as offensive.	0	0	0	0	0
I posted my opinion on a political issue.	0	0	0	0	0
I posted or shared something that I later regretted or felt ashamed of.	0	0	0	0	0

Speech governance preferences

Here you can find different arguments people make on current issues. Which side do you agree with more?

People should be able to speak their minds freely online.



People should be able to feel welcome and safe online.



Which side do you agree with more?

Online services should not be responsible for the content users post on their site, even when it's harassing.



Online services have a responsibility to step in when harassing behavior occurs on their site.



Which side do you agree with more?

Government should prevent people from engaging in hate speech against certain groups in public.



People should be allowed to express unpopular opinions in public, even those that are deeply offensive to other people.



To what extent, if at all, do you think each of the following groups have responsibility to act against online hate speech?

	No responsibility at all	Rather no responsibility	Some responsibility	Full responsibility	Don't know
People who are victims of online hate speech	0	0	0	0	0

	No responsibility at all	Rather no responsibility	Some responsibility	Full responsibility	Don't know
Other users who witness the behavior	0	0	0	0	0
Online services such as social media platforms	0	0	0	0	0
Lawmakers	0	0	0	0	0
Justice system	0	0	0	0	0
Employers of writers of hate speech	0	0	0	0	0

Please indicate who - if any - should mainly be responsible for regulating content on social media platforms:

- O The social media companies
- O The national government
- O Both the social media companies and the government
- O There should be no corporate or government regulation of content on social media

Vignettes introduction



You will now see different examples of conversations that could typically be found on social media. Many of these conversations contain controversial language and content.

How would you act if you had to decide what happens with the messages?

Please read the statements carefully and answer a few questions for each of them. There is no right or wrong, please answer spontaneously.

Important note: We also want to point out that the contents of some of these messages may be unpleasant or repugnant to you. If you do not want to see any more such messages, you can skip these questions without answering.

O I have read and understood those instructions.



You will now see different examples of conversations that could typically be found on social media. Many of these conversations contain controversial language and content.

Imagine you were a content moderator for a social platform that vows to promote free speech and takes a critical stance against any form of censorship. How would you act if you had to decide what happens with the messages?

Please read the statements carefully and answer a few questions for each of them. There is no right or wrong, please answer spontaneously.

Important note: We also want to point out that the contents of some of these messages may be unpleasant or repugnant to you. If you do not want to see any more such messages, you can skip these questions without answering.

O I have read and understood those instructions.



You will now see different examples of conversations that could typically be found on social media. Many of these conversations contain controversial language and content.

Imagine you were a content moderator for a social platform that vows to protect their users from hate speech and takes a committed stance against hateful content on their pages. How would you act if you had to decide what happens with the messages?

Please read the statements carefully and answer a few questions for each of them. There is no right or wrong, please answer spontaneously.

Important note: We also want to point out that the contents of some of these messages may be unpleasant or repugnant to you. If you do not want to see any more such messages, you can skip these questions without answering.



O I have read and understood those instructions.

Vignettes

Conversation 1/8

Please consider the entire conversation before you answer the questions.



After having read the entire conversation, consider the SECOND post.

Do you think the second post constitutes hate speech, offensive speech, or neither of them?
O Hate speech
Offensive but not hate speech
O Neither offensive nor hate speech
Do you think the second post should be removed from the platform or not?
O Post should be removed
O Post should not be removed
Do you think the sender of the second post should be banned from the platform or not?
O Person should be banned
O Person should not be banned
Do you think that the sender of the second post should face legal consequences, such as a fine?
O Person should face legal consequences
O Person should not face legal consequences
Do you think that the sender of the second post should face consequences from their employer, such as being fired?
O Person should face consequences by employer
O Person should not face consequences by employer
Conversation 2/8 Please consider the entire conversation before you answer the questions.

After having read the entire conversation, consider the SECOND post.

Do you think the **second post** constitutes hate speech, offensive speech, or neither of them?

O Hate speech
O Offensive but not hate speech
O Neither offensive nor hate speech
Do you think the second post should be removed from the platform or not?
O Post should be removed
O Post should not be removed
Do you think the sender of the second post should be banned from the platform or not?
O Person should be banned
O Person should not be banned
Do you think that the sender of the second post should face legal consequences, such as a fine?
O Person should face legal consequences
O Person should not face legal consequences
Do you think that the sender of the second post should face consequences from their employer, such as being fired?
O Person should face consequences by employer
O Person should not face consequences by employer
Conversation 3/8 Please consider the entire conversation before you answer the questions.
After having read the entire conversation, consider the SECOND post.
Do you think the second post constitutes hate speech, offensive speech, or neither of them?
O Hate speech
Offensive but not hate speech
Neither offensive nor hate speech

Do you think the second post should be removed from the platform or not?	
O Post should be removed	
O Post should not be removed	
Do you think the sender of the second post should be banned from the platform or not?	
O Person should be banned	
O Person should not be banned	
Do you think that the sender of the second post should face legal consequences, such as a fine?)
O Person should face legal consequences	
O Person should not face legal consequences	
Do you think that the sender of the second post should face consequences from their employer, such as being fired?	
O Person should face consequences by employer	
O Person should not face consequences by employer	
Conversation 4/8 Please consider the entire conversation before you answer the questions.	
After having read the entire conversation, consider the SECOND post.	
Do you think the second post constitutes hate speech, offensive speech, or neither of them?	
O Hate speech	
Offensive but not hate speech	
O Neither offensive nor hate speech	
Do you think the second post should be removed from the platform or not?	
O Post should be removed	
O Post should not be removed	

Do you think the sender of the second post should be banned from the platform or not?
O Person should be banned
O Person should not be banned
Do you think that the sender of the second post should face legal consequences, such as a fine
O Person should face legal consequences
O Person should not face legal consequences
Do you think that the sender of the second post should face consequences from their employer, such as being fired?
O Person should face consequences by employer
O Person should not face consequences by employer
Conversation 5/8 Please consider the entire conversation before you answer the questions.
After having read the entire conversation, consider the SECOND post.
Do you think the second post constitutes hate speech, offensive speech, or neither of them?
O Hate speech
Offensive but not hate speech
O Neither offensive nor hate speech
Do you think the second post should be removed from the platform or not?
O Post should be removed
O Post should not be removed
Do you think the sender of the second post should be banned from the platform or not?

O Person should be banned

Do you think that the **sender of the second post** should face legal consequences, such as a fine?

O Person should face legal consequences
O Person should not face legal consequences
Do you think that the sender of the second post should face consequences from their employer, such as being fired?
O Person should face consequences by employer
O Person should not face consequences by employer
Conversation 7/8 Please consider the entire conversation before you answer the questions.
After having read the entire conversation, consider the SECOND post.
Do you think the second post constitutes hate speech, offensive speech, or neither of them?
O Hate speech
Offensive but not hate speech
O Neither offensive nor hate speech
Do you think the second post should be removed from the platform or not?
O Post should be removed
O Post should not be removed
Do you think the sender of the second post should be banned from the platform or not?
O Person should be banned
O Person should not be banned
T clash allocate her be belined
Do you think that the sender of the second post should face legal consequences, such as a fine?
O Person should face legal consequences
O Person should not face legal consequences

Do you think that the sender of the second post should face consequences from their employer, such as being fired?
O Person should face consequences by employer
O Person should not face consequences by employer
Conversation 8/8 Please consider the entire conversation before you answer the questions.
After having read the entire conversation, consider the SECOND post.
Do you think the second post constitutes hate speech, offensive speech, or neither of them? O Hate speech O Offensive but not hate speech O Neither offensive nor hate speech
Do you think the second post should be removed from the platform or not? O Post should be removed O Post should not be removed
Do you think the sender of the second post should be banned from the platform or not? O Person should be banned
O Person should not be banned
Do you think that the sender of the second post should face legal consequences, such as a fine? O Person should face legal consequences O Person should not face legal consequences
Do you think that the sender of the second post should face consequences from their employer, such as being fired?

O Person should face consequences by employer

O Person should not face consequences by employer

Post experiment
In the previous questions we asked you to evaluate various conversations as they could have happened on a social platform. When answering those messages, which kind of social platform did you have in mind?
A social platform that vows to promote free speech and takes a critical stance against any form of censorship
 A social platform that vows to protect their users from hate speech and takes a committed stance against hateful content on their pages
O Another kind of social platform
O I did not have a particular kind of social platform in mind
End
Before we come to the end, we have two last questions.
People have different ideas about what constitutes "hate speech." What about you - how would you personally define hate speech?
And, in your own words, what do you think: What - if anything - should not be allowed to say on social media?

Thank you very much for participating in the survey.

With this study, we aim to understand what people think about speech online and how they prefer hate speech to be moderated and regulated. We believe that our research is important to inform the scientific and public debate about everybody's opinions about the issue. In particular, we are interested in how social media users think about the dilemma between protecting free speech online. and protecting people from potential harm from speech online.

The social media messages you saw in the survey were composed of different features, such as sender and target characteristics and messages of different type and degree. The statements were artificially created by the research team and as such were not based on real users or content from online platforms. The content you saw can be considered toxic and offensive, and some of the statements, if they were expressed online, might violate community standards on social media or result in criminal prosecution. Neither the researchers nor the Hertie School endorse the views depicted in the messages and pictures, and we kindly ask you not to re-use the material **online.** It was necessary, however, to present you with statements of this kind to be able to inform our research question.

Furthermore, in the survey you were randomly assigned to one of three experimental treatments, which introduced the task to evaluate the social media messages in different ways. In one version of the instructions, we asked participants to imagine they were a content moderator for a social platform that vows to promote free speech and takes a critical stance against any form of censorship. In another version of the instructions, we asked participants to imagine they were a content moderator for a social platform that vows to protect their users from hate speech and takes a committed stance against hateful content on their pages. In the third version, none of those frames were presented. We used this experimental setup to study whether participants' perceptions and evaluations of hate speech can be affected by the information provided in the instructions.

If you have any questions regarding the survey, please contact the principal investigator of the study, Prof. Simon Munzert, Hertie School: speech-survey@hertie-school.org.

Thank you!

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