We will now ask you some questions about your technology habits.

Note: As a reminder, you should not share this survey with anyone else. Multiple submissions from the same survey link will result in your submission being discarded **without receiving compensation.**

1. About how much time do you spend each day on digital entertainment? This includes things like watching television or streaming videos, playing video games, using social media, and other activities on devices with screens that you do for fun.
   1. None
   2. Less than 2 hours
   3. 2 to 4 hours
   4. 4 to 8 hours
   5. More than 8 hours
2. What devices have you used for digital activities in the last week? Please select all that apply
   1. Smartphone
   2. Tablet (e.g., iPad, Samsung Galaxy Tab, etc.)
   3. Laptop or desktop computer
   4. Game console (e.g., Nintendo Switch, PlayStation 5, etc.)
   5. Smartwatch (e.g., Apple Watch, Samsung Galaxy Watch, etc.)
   6. Television
   7. Other (please specify)
3. What social media services have you used in the last week? Please select all that apply
   1. Discord
   2. Facebook
   3. Instagram
   4. Pinterest
   5. Reddit
   6. Snapchat
   7. TikTok
   8. Twitter
   9. YouTube
   10. Prefer not to share
   11. Other (please specify)
   12. I do not use social media
4. Approximately how many hours per week do you spend watching online videos for fun?
   1. None
   2. Less than an hour
   3. 1 to 5 hours
   4. 5 to 10 hours
   5. 10 to 15 hours
   6. 15 to 20 hours
   7. More than 20 hours
5. Approximately how many hours per week do you spend playing mobile games for fun?
   1. None
   2. Less than an hour
   3. 1 to 5 hours
   4. 5 to 10 hours
   5. 10 to 15 hours
   6. 15 to 20 hours
   7. More than 20 hours
6. Approximately how many hours per week do you spend playing games on a computer or game console for fun?
   1. None
   2. Less than an hour
   3. 1 to 5 hours
   4. 5 to 10 hours
   5. 10 to 15 hours
   6. 15 to 20 hours
   7. More than 20 hours
7. Approximately how many hours per week do you spend using social media for fun?
   1. None
   2. Less than an hour
   3. 1 to 5 hours
   4. 5 to 10 hours
   5. 10 to 15 hours
   6. 15 to 20 hours
   7. More than 20 hours
8. Approximately how many hours per week do you spend browsing non-social media websites for fun?
   1. None
   2. Less than an hour
   3. 1 to 5 hours
   4. 5 to 10 hours
   5. 10 to 15 hours
   6. 15 to 20 hours
   7. More than 20 hours

For the following questions, you should imagine you are visiting a friend. While you are together, they tell you that they are looking online for ways (to get free access to Spotify Premium, which normally costs $10.99 per month.)/(to earn Robux, which are the in-game currency for the multiplayer game Roblox. Robux typically cost $5 for 400 Robux.) They are searching on YouTube to try to learn more, and they want your advice on what they should do.

1. The following image shows the first 9 results your friend found after searching for (“free spotify premium”)/(“free roblox robux”) on YouTube. Select the videos that you recommend your friend click on, if any.

*Participants were shown nine YouTube search results corresponding to their condition in random order: three legitimate search results, three clickbait search results, and three scam search results. Participants could also choose “None of the videos”*

1. What did you consider in selecting which videos to click on? *Text box*
2. Which part(s) of the search results helped you make your decision?
   1. The thumbnail image
   2. The title
   3. The name of the channel
   4. The number of views
   5. The length of the video
   6. The profile picture of the channel
   7. Other (please specify)

*Participants were now randomly assigned to view two search results corresponding to their condition: one of the three scam videos and one of the three legitimate videos. Questions 12 to 17 and the associated instructional text were shown twice for each video.*

Your friend clicked on one of the videos they found while searching for (“free spotify premium”)/(“free roblox robux.”) *An image of the search result for the video was embedded here, followed by a redacted version of the YouTube video.*

1. Please view the video shown above with the sound and/or captions on and select the option(s) corresponding to the actions you think your friend should take. Please note: Any links to or instructions to access external sites will be covered with a grey rectangle. You should assume that you would be able to access the websites if you viewed the video in real life.
   1. Visit the website(s) shown in the video
   2. Search online to learn more about what the video describes
   3. Look at the comments on the video
   4. Leave a comment on the video (please specify)
   5. Report the video to YouTube
   6. Exit the video without doing anything
   7. Other (please specify)
2. Why would you recommend that they take these action(s)? *(Text box)*
3. What specific part(s) of the video most influenced your recommendation? *(Text box)*

*Participants were unable to advance to the next questions until at least half the length of the video had elapsed*

Your friend went to the website linked in the video you just saw. Here is a video of your friend visiting the website. We have only recorded the video and not the audio. *A video of a person on a mobile phone browsing the legitimate or scam website was embedded here.*

1. Please view the video above and select the action(s) you recommend that your friend takes.
   1. Follow all of the instructions in the video to complete the offer
   2. Register for the website
   3. Ask a knowledgeable friend for help
   4. Search online to learn more about the website
   5. Exit from the website without doing anything
   6. Other (please specify)
2. Why would you recommend that they take these action(s)? *(text box)*
3. What specific part(s) of the video most influenced your recommendation? *(text box)*

*Participants were unable to advance to the next questions until at least half the length of the video had elapsed*

1. How often have you (used Spotify?)/(played the game Roblox?)
   1. Never
   2. Once or twice
   3. Three or five times
   4. More than five times
2. Have you ever (paid for Spotify Premium?)/(purchased Robux?)
   1. Yes
   2. No
3. Have you ever received (a free subscription to Spotify Premium)/(free Robux) through a coupon, free trial offer, or giveaway?
   1. Yes
   2. No
4. Have you ever searched online for (“free Spotify premium”)/(“free Roblox robux”) or something similar before?
   1. Yes
   2. No
5. *If participant says “Yes” to question 21:* What happened as a result of searching (“free Spotify Premium”)/(“free Roblox Robux”) or something similar? *(Text box)*
6. *If participant says “No” to question 21:* How likely are you to search online for "free Roblox robux" or something similar?
   1. Extremely unlikely
   2. Somewhat unlikely
   3. Neither likely nor unlikely
   4. Somewhat likely
   5. Extremely likely
7. Thinking back to this video that you saw previously, what were your impressions of the video? *An image of the search result for one of the videos the participant saw was embedded here. This question was repeated two times, once for each video that the participant saw.*
   1. Definitely a scam
   2. Probably a scam
   3. I'm not sure
   4. Probably legitimate
   5. Definitely legitimate

We will now ask a few more questions about you.

1. Approximately how much money in dollars do you have to spend on yourself in an average week? *(number entry box)*
2. Approximately how much money in dollars do you spend online in an average week? *(number entry box)*
3. How often have you paid for something online but never received the item or a refund?
   1. Never
   2. Once or twice
   3. Three or five times
   4. More than five times
4. How often have you received cash back or a rebate for buying an item?
   1. Never
   2. Once or twice
   3. Three or five times
   4. More than five times
5. How often have you completed a task online, such as a survey, in exchange for money or gift cards?
   1. Never
   2. Once or twice
   3. Three or five times
   4. More than five times
6. How often have you purchased traditional investments, such as stocks or bonds?
   1. Never
   2. Once or twice
   3. Three or five times
   4. More than five times
7. How often have you purchased digital assets, such as cryptocurrencies or non-fungible tokens (NFTs)?
   1. Never
   2. Once or twice
   3. Three or five times
   4. More than five times
8. How often have you used coupons or discount codes to purchase items online?
   1. Never
   2. Once or twice
   3. Three or five times
   4. More than five times
9. How often have you completed a task online, such as a survey or downloading an app, expecting to be paid but never received the money?
   1. Never
   2. Once or twice
   3. Three or five times
   4. More than five times
10. What is your approximate annual household income?
    1. Less than $20,000
    2. $20,000 to $39,999
    3. $40,000 to $59,999
    4. $60,000 to $79,999
    5. $80,000 to $99,999
    6. $100,000 to $149,999
    7. Over $150,000
    8. Prefer not to say
11. What is your gender?
    1. Male
    2. Female
    3. Non-binary
    4. Prefer to self-describe *(text box)*
    5. Prefer not to say
12. What is your age? *(number entry box)*
13. What is your race? (select all that apply)
    1. White
    2. Black or African American
    3. American Indian or Alaska Native
    4. Asian
    5. Native Hawaiian or Pacific Islander
    6. Hispanic and/or Latino/a/x
    7. Prefer to self-describe *(text entry box)*
    8. Prefer not to say
14. In which state do you currently reside? *(drop-down box with all 50 US states, D.C., and Puerto Rico)*
15. What type of community do you live in?
    1. Rural
    2. Suburban
    3. Urban

Thank you for finishing the survey. Some of the videos you were shown were examples of scams. If you follow their advice you will not get anything for free (but you might waste your time or give your personal information to scammers). Here are the thumbnails of the scam videos: *The three scam search results shown in the thumbnail selection task were embedded here.*

Here are some tips to avoid these and other scams on social media:

* If a post seems too good to be true, it probably is. People offering expensive items for free could be trying to scam you out of your personal information or your money.
* Always go to a service's official website to start a free trial.
* When games charge money for in-game currency, there is no way to get currencies for free outside the game.
* Be careful when giveaways offer items for an unlimited amount of time. All real giveaways must have clear rules and end dates.

You can visit [YouTube's Community Guidelines on scams](https://support.google.com/youtube/answer/2801973) for more information.