

Experimental Instructions for Measuring Markets for Network Goods

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1 Experimental Instructions for TikTok Ban Experiment

In this section, we present the main experimental instructions and decision screens from our deactivation experiment.

What is your age (in years)?

Are you a student?

Yes

No

Are you an Android or an iPhone user?

Android

iPhone

I don't have a phone

Do you live in the US?

Yes

No

Which of the following describes you more accurately?

Male

Female

Other / Prefer not to say

Welcome to our survey!

This survey aims to understand consumer preferences for phone apps.

Please read the questions and answer them carefully.

We are interested in conducting an experiment where we ask participants to deactivate certain mobile phone apps **for four weeks from January 20th to February 16th, 2025**.

We will compensate individuals for their participation with a monetary payment.

Should participants want to leave the study during the four weeks they can, but they will then forgo any monetary payment. To verify that participants deactivate certain apps on their phone, **we will require them to send us a screenshot of their Screen Time settings once a week**. If a participant fails these checks, they will not receive any monetary payment.

Are you willing to participate in this study?

Yes

No

This question will be used for a \$100 Amazon gift card lottery for correct respondents.

How will we verify that selected users deactivate certain phone apps?

By asking them to upload a screenshot of their Screen Time once a week.

By periodically sending out a text message once a week.

By calling people to ask them.

This question will be used for a \$100 Amazon gift card lottery for correct respondents.

For how long will we ask selected users to deactivate certain phone apps?

Ten weeks

Eight weeks

One week

Four weeks

Before we continue, we will ask you a series of questions and we will provide you with some information. Please be sure to carefully read through the information, as we might ask you questions about it later.

How frequently did you use each of the following social media platforms in the past month?

	Not at all	Less than once a week	Once a week	Twice a week	Every day
Facebook	<input type="radio"/>				
TikTok	<input type="radio"/>				
Instagram	<input type="radio"/>				
YouTube	<input type="radio"/>				
Snapchat	<input type="radio"/>				
Twitter/X	<input type="radio"/>				
Reddit	<input type="radio"/>				

Proposed TikTok Ban in the US



Over the past year, U.S. lawmakers and officials have expressed concerns about data privacy and misinformation on TikTok, which is owned by the Chinese company ByteDance.

In April, the U.S. government enacted a law requiring TikTok to be sold to another company or **face a ban** on operating **in the United States**.

The ban is scheduled to take effect on **January 19th, 2025**. However, the Supreme Court has agreed to hear TikTok's appeal on January 10th.

As a result, **it is possible that TikTok will be banned** for all users in the United States on January 19th.

For the following questions, assume that a **TikTok ban** occurs, where **everyone in the US, including you**, is not allowed to use TikTok.

If the TikTok ban happens for everyone in the US, the amount of time I would spend on....

	Scale						
	Strongly decrease	Decrease	Slightly decrease	Not change	Slightly increase	Increase	Strongly increase
Facebook would...	<input type="radio"/>						
YouTube would...	<input type="radio"/>						
Snapchat would...	<input type="radio"/>						
Reddit would...	<input type="radio"/>						
Instagram would...	<input type="radio"/>						
X/Twitter would...	<input type="radio"/>						

For the following questions, assume that **only you have to deactivate TikTok** but everyone else in the US continues using TikTok (i.e., it is not banned).

If only I would deactivate TikTok but everyone else continues using it, the amount of time I would spend on....

	Scale						
	Strongly decrease	Decrease	Slightly decrease	Not change	Slightly increase	Increase	Strongly increase
Instagram would...	<input type="radio"/>						
Snapchat would...	<input type="radio"/>						
Facebook would...	<input type="radio"/>						
X/Twitter would...	<input type="radio"/>						
Reddit would...	<input type="radio"/>						
YouTube would...	<input type="radio"/>						

Now, we would like you to compare your expected behavior in two scenarios:

1. The first is when there is a **TikTok ban**.
2. The second is when there is no TikTok ban, but you are **individually asked to deactivate** your **TikTok** account. The rest of the US can continue using TikTok normally.

Under what scenario do you think would you spend more time on **Snapchat**?

- The same time under both scenarios
- When only I have to deactivate my TikTok
- When there is a TikTok ban for everyone

Under what scenario do you think would you spend more time on **YouTube**?

- The same time under both scenarios
- When only I have to deactivate my TikTok
- When there is a TikTok ban for everyone

Under what scenario do you think would you spend more time on **Instagram**?

- The same time under both scenarios
- When only I have to deactivate my TikTok
- When there is a TikTok ban for everyone

Next, you will be asked about your willingness to deactivate different phone apps under possible future scenarios. We will run the deactivation study for 1 in 10 participants.

Before we proceed, we will give you a hypothetical example to explain how we will determine your compensation.

Suppose that we ask you to deactivate your Facebook account for four weeks.

Here's how it works:

1. For a possible future scenario, we will ask you to state the **smallest amount of money** you would need to deactivate Facebook for four weeks. We refer to this amount as your valuation below.
2. If the future scenario occurs, then the computer will randomly generate an amount of money to offer you to deactivate Facebook for four weeks.
3. If your valuation is lower than the computer's offer, we will ask you to deactivate Facebook for four weeks and give you the computer's offer.
4. If your valuation is higher than the computer's offer, we will not ask you to deactivate Facebook and you will not receive any payment in that case.

This rule means that the higher the amount you require to deactivate Facebook on your phone, the lower the chance that you will be chosen to be in the study and receive the computer's offer.

To make sure you get the best option for you, it is important to be **truthful** about the **smallest amount of money** you would need to deactivate Facebook.

We will now ask you a comprehension question based on the text above. This question will be used for a \$100 Amazon gift card lottery for correct respondents.

For a possible future scenario, which of the following statements is **true** about the minimum amount of money you would require to deactivate Facebook on your phone?

- The minimum amount of money required to deactivate Facebook does not affect the chance that I will be chosen to deactivate Facebook.
- Requiring a higher amount of money to deactivate Facebook makes it more likely that I will be chosen to deactivate Facebook and receive the extra payment.
- Requiring a higher amount of money to deactivate Facebook makes it less likely that I will be chosen to deactivate Facebook and receive the extra payment.

We will now ask you for your valuation to deactivate phone apps under several possible future scenarios.

Recall that it is in your best interest to be **truthful about the minimum compensation** you require to deactivate a given app **in each scenario** we describe.

Scenario: TikTok is NOT Banned

Assume that TikTok wins the appeal and remains available to all users in the US after January 19th.

In this scenario, how much would we need to pay you (in US dollars) to deactivate your **TikTok** account for four weeks?

Reminder: Please respond truthfully.

\$

We will now ask you questions about the amount of money we need to pay you to deactivate **YouTube** under 3 different scenarios.

Scenario: TikTok is NOT Banned

Assume that TikTok wins the appeal and remains available to all users in the US after January 19th.

In this scenario, how much would we need to pay you (in US dollars) to deactivate your **YouTube** account for four weeks?

Reminder: Please respond truthfully.

\$

Scenario: TikTok is Banned

Assume that TikTok loses the appeal and is banned in the US on January 19th.

The **TikTok ban** would apply to **everyone in the US, including you**.

In this scenario, how much would we need to pay you (in US dollars) to deactivate your **YouTube** account for four weeks?

Reminder: Please respond truthfully.

\$

Scenario: You deactivate TikTok, but it is NOT banned

Assume that TikTok wins the appeal and remains available to all users in the US after January 19th. This means the **general public** in the US **can continue using TikTok** as usual.

Additionally, assume the random draw exceeds the valuation you provided to deactivate TikTok for four weeks in a previous question, and we ask you to **deactivate your TikTok in exchange for this payment**.

In this scenario, how much **additional** money would we need to pay you (in US dollars) to also deactivate your **YouTube** account for four weeks?

Reminder: Please respond truthfully.

\$

We will now ask you questions about the amount of money we need to pay you to deactivate **Instagram** under 3 different scenarios.

Scenario: TikTok is NOT Banned

Assume that TikTok wins the appeal and remains available to all users in the US after January 19th.

In this scenario, how much would we need to pay you (in US dollars) to deactivate your **Instagram** account for four weeks?

Reminder: Please respond truthfully.

\$

Scenario: TikTok is Banned

Assume that TikTok loses the appeal and is banned in the US on January 19th.

The **TikTok ban** would apply to **everyone in the US, including you**.

In this scenario, how much would we need to pay you (in US dollars) to deactivate your **Instagram** account for four weeks?

Reminder: Please respond truthfully.

\$

Scenario: You deactivate TikTok, but it is NOT banned

Assume that TikTok wins the appeal and remains available to all users in the US after January 19th. This means the **general public** in the US **can continue using TikTok** as usual.

Additionally, assume the random draw exceeds the valuation you provided to deactivate TikTok for four weeks in a previous question, and we ask you to **deactivate your TikTok in exchange for this payment**.

In this scenario, how much **additional** money would we need to pay you (in US dollars) to also deactivate your **Instagram** account for four weeks?

Reminder: Please respond truthfully.

\$

We will now ask you questions about the amount of money we need to pay you to deactivate **Snapchat** under 3 different scenarios.

Scenario: TikTok is NOT Banned

Assume that TikTok wins the appeal and remains available to all users in the US after January 19th.

In this scenario, how much would we need to pay you (in US dollars) to deactivate your **Snapchat** account for four weeks?

Reminder: Please respond truthfully.

\$

Scenario: TikTok is Banned

Assume that TikTok loses the appeal and is banned in the US on January 19th.

The **TikTok ban** would apply to **everyone in the US, including you**.

In this scenario, how much would we need to pay you (in US dollars) to deactivate your **Snapchat** account for four weeks?

Reminder: Please respond truthfully.

\$

Scenario: You deactivate TikTok, but it is NOT banned

Assume that TikTok wins the appeal and remains available to all users in the US after January 19th. This means the **general public** in the US **can continue using TikTok** as usual.

Additionally, assume the random draw exceeds the valuation you provided to deactivate TikTok for four weeks in a previous question, and we ask you to **deactivate your TikTok in exchange for this payment**.

In this scenario, how much **additional** money would we need to pay you (in US dollars) to also deactivate your **Snapchat** account for four weeks?

Reminder: Please respond truthfully.

\$

How likely do you believe it is that TikTok will lose the US Supreme Court appeal and be banned in the US on January 19th?

very unlikely
0 10 20 30 40 50 60 70 80 90 very likely
100

Please select a value.

Assume that you are a participant that is chosen to participate in our study. If the TikTok ban does not happen on January 19th, how likely do you believe it is that we ask you to deactivate your TikTok account in exchange for a monetary payment?

very unlikely
0 10 20 30 40 50 60 70 80 90 very likely
100

Please select a value.

If the TikTok ban happens for everyone in the US, the amount of time I would **expect my friends** to spend on...

	Scale							
	Strongly decrease	Decrease	Slightly decrease	Not change	Slightly increase	Increase	Strongly increase	
Instagram would...	<input type="radio"/>							
Facebook would...	<input type="radio"/>							
X/Twitter would...	<input type="radio"/>							
Reddit would...	<input type="radio"/>							
YouTube would...	<input type="radio"/>							
Snapchat would...	<input type="radio"/>							

We would again like you to compare your expected behavior in two scenarios:

1. The first is when there is a **TikTok ban**.
2. The second is when there is no TikTok ban, but you are **individually asked to deactivate** your **TikTok** account. The rest of the US can continue using TikTok normally.

Under what scenario do you think would you spend more time **practicing meditation?**

- The same time under both scenarios
- When only I have to deactivate my TikTok
- When there is a TikTok ban for everyone

Under what scenario do you think would you spend more time **on your laptop?**

- The same time under both scenarios
- When only I have to deactivate my TikTok
- When there is a TikTok ban for everyone

Under what scenario do you think would you spend more time **playing phone games?**

- The same time under both scenarios
- When only I have to deactivate my TikTok
- When there is a TikTok ban for everyone

If you had to guess, how many minutes do you spend on **TikTok** on average every day?

If you had to guess, how many minutes do you spend on **Instagram** on average every day?

If you had to guess, how many minutes do you spend on **YouTube** on average every day?

If you had to guess, how many minutes do you spend on **Snapchat** on average every day?

Some people say they use TikTok too much and ideally would use them less. Other people are happy with their usage or would ideally use them more. How do you feel about the amount of time you spent on TikTok over the past 3 weeks?

- I spent just the right amount on TikTok
- I spent too little time on TikTok
- I spent too much time on TikTok

Relative to your actual use over the past 3 weeks, by how much would you ideally have reduced your time spent on TikTok (in percent)?

0 10 20 30 40 50 60 70 80 90 100

Slide to select percent



Relative to your actual use over the past 3 weeks, by how much would you ideally have increased your time spent on TikTok (in percent)?

0 10 20 30 40 50 60 70 80 90 100

Slide to select percent

