# Questionnaire

**Personality and AI Advertising Research**

**Start Block**

Q1-1 You believe your gender is: (Choose only one item that describes the situation best)

 Male

* Female
* Prefer not to say

Q1-2 Your highest education is: (Choose only one item that describes the situation best)

 GCSE

 High School

 College/pre-university

 University undergraduate

 University postgraduate

Q1-3 Your age is： (Choose only one item that describes the situation best)

 Below 18 (directly go to the end of the survey)

 18-25

 26-30

 31-40

 41-50

 Over 50

Q1-4 Your native language is:\_\_\_\_\_\_\_\_\_\_\_\_\_

Q1-5 Have you used any product or service which contains artificial intelligence (AI) component? (Choose only one item that describes the situation best)

 No, never.

 Not sure

 Yes, absolutely.

**Start Block- End of the Block**

**Personality Test- Block Start**

Q2-1 First, we want to know about your personality. Please rate whether you agree with the following statements about your personality and select the most appropriate score. (1-strongly disagree, 5-strongly agree) [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I feel energised when I am with others. |  |  |  |  |  |
| I prefer to think quietly rather than participate in group activities. |  |  |  |  |  |
| I often initiate conversations in social situations. |  |  |  |  |  |
| I like to be alone to recharge my energy. |  |  |  |  |  |
| I pay attention to details when making decisions. |  |  |  |  |  |
| I always prefer to come up with new and innovative ideas rather than stick to reality. |  |  |  |  |  |
| I rely on my senses to understand the world around me. |  |  |  |  |  |
| I often think about various possible and future scenarios. |  |  |  |  |  |
| When solving problems, I prioritize logical analysis over personal feelings. |  |  |  |  |  |
| I make decisions based on the impact of the decision on others. |  |  |  |  |  |
| I value fairness and consistency in judgment. |  |  |  |  |  |
| I consider the impact of my actions on others' feelings. |  |  |  |  |  |
| I like to plan and organise tasks in advance. |  |  |  |  |  |
| I prefer to keep some flexible options available for decision-making at any time. |  |  |  |  |  |
| I feel more comfortable following a structured daily schedule. |  |  |  |  |  |
| I like to adapt to unexpected changes in plans. |  |  |  |  |  |

**Personality Test- Block Start**

**Brand Personality Test- End of the Block**

Q3-1 Please rate the following statements about the brand you have seen in the advertisement. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| This brand is good at expressing itself actively in public or on social media platforms. |  |  |  |  |  |
| This brand's expression is usually restrained and quiet, but the message is profound and powerful. |  |  |  |  |  |
| I think this brand is good at connecting with a wide audience. |  |  |  |  |  |
| This brand seems to pay more attention to deep values ​​and build close relationships. |  |  |  |  |  |
| This brand emphasizes practicality and details, which makes me feel close to real needs. |  |  |  |  |  |
| This brand makes me feel inspired, pay attention to trends or challenge traditional thinking. |  |  |  |  |  |
| The experience provided by this brand is always specific, reliable and nuanced. |  |  |  |  |  |
| The ideas conveyed by this brand are creative and forward-looking. |  |  |  |  |  |
| This brand gives people an impression of logic and professionalism. |  |  |  |  |  |
| The message conveyed by this brand is empathetic and focuses on connecting people. |  |  |  |  |  |
| I think this brand pays more attention to efficiency and results in communication rather than emotional resonance. |  |  |  |  |  |
| This brand makes me feel that it cares about social values ​​and human emotions. |  |  |  |  |  |
| This brand's behaviour is organised and consistent, which gives people a sense of reliability. |  |  |  |  |  |
| This brand gives people a sense of freedom and eclecticism. |  |  |  |  |  |
| I feel that this brand has a clear positioning, clear expression and is easy to predict. |  |  |  |  |  |
| This brand shows creativity and diversity in communication, which makes me feel interesting and novel. |  |  |  |  |  |

**Brand Personality Test-End of the Block**

**Influencer Personality- Block Start**

Q4-1 Please rate the following statements about the influencer you have seen in the advertisement. 1 represents extremely “disagree”, 5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| This influencer comes across as energetic and communicative. |  |  |  |  |  |
| This influencer prefers a more low-key and thoughtful approach. |  |  |  |  |  |
| I feel that this influencer demonstrates strong sociability and relatability in the ad. |  |  |  |  |  |
| I feel that the connection between this influencer and the audience is deep and nuanced. |  |  |  |  |  |
| This influencer focuses on specific details and real product experiences. |  |  |  |  |  |
| This influencer expresses creative ideas through the ad. |  |  |  |  |  |
| In the ad, the influencer emphasizes the functionality and real-world benefits of the product. |  |  |  |  |  |
| The influencer in the ad focuses on inspiration, imagination, and innovative ideas. |  |  |  |  |  |
| The influencer in the ad is rational and logical, and the message is clear. |  |  |  |  |  |
| The influencer in the ad is sincere and caring, and focuses on emotional connection. |  |  |  |  |  |
| The influencer's message focuses more on problem solving than emotional resonance. |  |  |  |  |  |
| I feel that this influencer's expression touches my emotions. |  |  |  |  |  |
| This influencer demonstrates an organised and efficient behaviour. |  |  |  |  |  |
| This influencer is more casual, flexible, and light-hearted. |  |  |  |  |  |
| The influencer conveys a clear sense of purpose and reliability. |  |  |  |  |  |
| Influencers come across as innovative, free, and eclectic. |  |  |  |  |  |

**Influencer Personality- End of the Block**

**Chronicity of Influencer and Brand – Block Start**

Q4-2 Please rate the following statements. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| The influencer and brand seem to be a good match. |  |  |  |  |  |
| The collaboration between the influencer and the brand feels natural. |  |  |  |  |  |
| The influencer’s image fits well with the brand’s image. |  |  |  |  |  |
| The influencer and brand’s messaging align. |  |  |  |  |  |
| The influencer and brand share similar values. |  |  |  |  |  |
| The influencer’s aesthetic matches the brand. |  |  |  |  |  |
| Both the influencer and the brand promote similar philosophies. |  |  |  |  |  |
| The influencer’s followers are likely interested in the brand. |  |  |  |  |  |
| The brand’s products appeal to the influencer’s audience. |  |  |  |  |  |
| There is a large overlap between the influencer’s followers and the brand’s customers. |  |  |  |  |  |
| The collaboration between the influencer and the brand feels authentic. |  |  |  |  |  |
| It looks like there is a real possibility that the influencer would use the brand’s products. |  |  |  |  |  |

**Chronicity of Influencer and Brand-End of the Block**

**Perception Test- Block Start**

Q8-1 Please rate the following statements. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| The ad describes a product or service that interests me. |  |  |  |  |  |
| The content of the ad matches my hobbies and activities. |  |  |  |  |  |
| I find the subject of the ad personally appealing. |  |  |  |  |  |
| The ad offers a solution to a current need I have. |  |  |  |  |  |
| The product/service advertised is something I need. |  |  |  |  |  |
| The ad meets a need I have been thinking about. |  |  |  |  |  |
| The ad feels like it was made for someone like me. |  |  |  |  |  |
| The ad seems personalized to my preferences. |  |  |  |  |  |
| I believe the ad is targeted to people who share my interests. |  |  |  |  |  |

Q8-2 Please rate the following statements about the persuasiveness of the advertisement. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| The ad provides a compelling reason to consider the product/service. |  |  |  |  |  |
| The claims in the ad are convincing and well-substantiated. |  |  |  |  |  |
| The ad provides strong evidence to support its message. |  |  |  |  |  |
| The ad evokes positive emotions and makes me like the product. |  |  |  |  |  |
| I feel emotionally connected to the message conveyed in the ad. |  |  |  |  |  |
| The emotional tone of the ad increases its persuasiveness to me. |  |  |  |  |  |
| The spokesperson (influencer) in the ad is credible and trustworthy. |  |  |  |  |  |
| I believe the source of the information provided in the ad is professional. |  |  |  |  |  |
| The source of the information in the ad I consider reliable. |  |  |  |  |  |

Q8-3 Please rate the following statements about the affection illustrated by the advertisement. 1 represents extremely “disagree”, 5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| The characters in the ad excited me. |  |  |  |  |  |
| I felt a surge of enthusiasm while watching the ad. |  |  |  |  |  |
| The ad immediately grabbed my attention. |  |  |  |  |  |
| I found the content of the ad very engaging. |  |  |  |  |  |
| The ad kept me interested from beginning to end. |  |  |  |  |  |
| The ad presented ideas in a unique way. |  |  |  |  |  |
| I found the ad very original. |  |  |  |  |  |
| The creativity of the ad excited me. |  |  |  |  |  |
| The details of the ad’s presentation excited me. |  |  |  |  |  |

Q8-4 Please rate the following statements about the arousal of the advertisement. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| The style of the ad evokes my reality and my self-perception. |  |  |  |  |  |
| I find myself reflecting on my own traits in response to the ad’s presentation. |  |  |  |  |  |
| The ad prompts me to consider the similarities between my possible altered image and myself. |  |  |  |  |  |
| The ad allows me to see the possibility of self-improvement. |  |  |  |  |  |
| The ad allows me to see the gap between my reality and the goal I need to achieve in self-improvement. |  |  |  |  |  |

**Perception Test- End of the Block**

**Moderator- Moral Factors- Block Start**

Q10-1 Please rate the following statements about the concerns on AI’s information collection. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I am concerned about AI technologies collecting large amounts of personal information about users. |  |  |  |  |  |
| I am disturbed by the idea that AI systems collect detailed data about users' activities. |  |  |  |  |  |
| I am concerned about the types of personal data that AI applications collect without users' explicit consent. |  |  |  |  |  |
| I am concerned about AI technologies using users' personal information in ways that users are unaware of. |  |  |  |  |  |
| I am concerned that AI applications may use users' personal data for purposes that I cannot control. |  |  |  |  |  |
| I feel that I do not have sufficient understanding of how AI technologies use users' personal data. |  |  |  |  |  |
| I am concerned about not being able to control the information that AI systems collect about users. |  |  |  |  |  |
| I am disturbed by not being able to manage users' personal data in AI applications. |  |  |  |  |  |
| I am concerned about the possibility that AI systems make decisions about users based on their data. |  |  |  |  |  |

Q10-2 Please rate the following statements about AI. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I believe the AI ​​recommendation system treats all users fairly. |  |  |  |  |  |
| I feel that the recommendations provided by the AI ​​system are not biased. |  |  |  |  |  |
| I have confidence in the fairness of the AI ​​recommendations. |  |  |  |  |  |
| I rely on the AI ​​recommendations and believe that they are not biased. |  |  |  |  |  |
| I am concerned that the AI ​​recommendations are biased towards certain groups of people. |  |  |  |  |  |
| The system seems to discriminate against specific groups in its recommendations. |  |  |  |  |  |
| I am concerned that the AI ​​recommendations are biased against people like me. |  |  |  |  |  |
| The AI ​​system's recommendations reflect a wide range of options. |  |  |  |  |  |
| I feel that the AI ​​takes into account my unique preferences. |  |  |  |  |  |
| The recommendations cater to a wide audience, not just a few. |  |  |  |  |  |

Q10-3 Please rate the following statements about the AI recommendations. 1 represents extremely “disagree”, 5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I often find AI recommendations irrelevant to my lifestyle. |  |  |  |  |  |
| AI-generated content often does not reflect my true interests. |  |  |  |  |  |
| I find it inappropriate for AI to make personalised recommendations without my explicit consent. |  |  |  |  |  |
| I feel like AI recommendations limit my ability to make independent choices. |  |  |  |  |  |
| AI-driven recommendations make me feel out of control over my decisions. |  |  |  |  |  |
| I am uncomfortable with AI systems manipulating my preferences. |  |  |  |  |  |
| AI recommendations are too customised and make me feel uneasy. |  |  |  |  |  |
| I find it inappropriate when AI recommends products based on very personal information. |  |  |  |  |  |
| The level of personalisation of AI-driven recommendations feels intrusive. |  |  |  |  |  |

Q10-4 Please rate the following statements about the perceived authenticity of the advertisement you have juest seen. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I believe the information provided in the ad. |  |  |  |  |  |
| The ad seems reliable. |  |  |  |  |  |
| I have confidence in the accuracy of the ad. |  |  |  |  |  |

Q10-5 Please rate the following statements about the influencers. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I believe this influencer provides an honest opinion of the products they endorse. |  |  |  |  |  |
| This influencer seems sincere in their product recommendations. |  |  |  |  |  |
| I believe this influencer does not mislead their audience. |  |  |  |  |  |
| This influencer maintains a high ethical standard in their promotions. |  |  |  |  |  |
| This influencer's recommendations are always trustworthy. |  |  |  |  |  |
| This influencer demonstrates expertise in the products they endorse. |  |  |  |  |  |
| I believe this influencer is knowledgeable about the industry they represent. |  |  |  |  |  |
| This influencer's recommendations are backed by their competence in the field. |  |  |  |  |  |

Q10-6 Please rate the following statements about the advertisement you have just seen. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I am sure that the ad text I just saw was generated using generative AI technology. |  |  |  |  |  |
| I am sure that the ad visual content (pictures, videos) I just saw was generated using generative AI technology. |  |  |  |  |  |
| I am very sure that the ad dubbing I just saw was generated using generative AI technology. |  |  |  |  |  |
| I am very sure that the ad soundtrack I just saw was generated using generative AI technol |  |  |  |  |  |

Q10-7 Please rate the following statements about AI’s impacts to your decision. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I believe AI algorithms manipulate what I see online to shape my opinions. |  |  |  |  |  |
| My online purchasing decisions are heavily influenced by AI recommendations. |  |  |  |  |  |
| AI systems subtly guide my interactions on social media platforms. |  |  |  |  |  |
| I worry about the extent to which AI controls my online cognition. |  |  |  |  |  |
| My right to be informed is compromised by AI-driven content curation. |  |  |  |  |  |
| My autonomy is compromised by AI-driven content curation. |  |  |  |  |  |
| AI technology limits my freedom to explore diverse perspectives on the internet. |  |  |  |  |  |

Q10-8 Please rate the following statements about how AI may have influenced your thoughts. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| AI tools help me review and understand my consumption experience more comprehensively. |  |  |  |  |  |
| I found the advantages and disadvantages of my purchase through reports generated by AI. |  |  |  |  |  |
| AI made me aware of potential problems in my consumption habits. |  |  |  |  |  |
| AI helped me clarify my emotional state after consumption (such as happiness, disappointment). |  |  |  |  |  |
| AI tools allow me to analyse consumption emotions more calmly without being affected by momentary impulse. |  |  |  |  |  |
| Through AI recommendations, I learned how to deal with negative emotions after consumption. |  |  |  |  |  |
| The suggestions given by AI allowed me to make improvements in future consumption. |  |  |  |  |  |
| AI allowed me to plan future consumption more systematically. |  |  |  |  |  |
| I avoided similar irrational consumption based on AI's prompts. |  |  |  |  |  |
| AI made me more aware of the actual value of consumption behaviour (such as the price-performance ratio of goods). |  |  |  |  |  |
| I found the potential value of purchasing products through AI feedback. |  |  |  |  |  |
| AI made me pay more attention to the long-term impact of consumption behaviour. |  |  |  |  |  |
| AI gave me more background knowledge about products or services. |  |  |  |  |  |
| I got more professional advice on product selection through AI analysis. |  |  |  |  |  |
| AI gave me a better understanding of how to avoid consumption misunderstandings in the future. |  |  |  |  |  |

**Moderator- Moral Factors- End of the Block**

**Ad Engagement- Block Start**

Q11-1 Please rate the following statements. 1 represents extremely “disagree”, 5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I will pay close attention to this video ad that appears on social media. |  |  |  |  |  |
| I find myself thinking about the content of this video ad after watching it. |  |  |  |  |  |
| I watch this video ad and it makes me want to know more about this brand or product. |  |  |  |  |  |

Q11-2 Please rate the following statements about the affection you felt from the advertisement. 1 represents extremely “disagree”, 5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I have an emotional connection to the message in this video ad. |  |  |  |  |  |
| This video ad makes me feel excited or inspired. |  |  |  |  |  |
| This ad evokes positive emotions in me, such as happiness or satisfaction. |  |  |  |  |  |

Q11-3 Please rate the following statements about your response after watching the advertisement. 1 represents extremely “disagree”,5 represents extremely “agree”. [Matrix Question]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 Extremely Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Extremely Agree |
| I will share the content of this video ad with others. |  |  |  |  |  |
| I will click a link or visit a website after watching the video ad. |  |  |  |  |  |
| I will interact with the video ad by liking, commenting on, or saving the video ad on social media. |  |  |  |  |  |

**Ad Engagement-End of the Block**

**Post-test – Block Start**

Q12\_1 Please recall the brad you have just seen in the experiment： [Choose the one you feel most certain]

 Madewell

 Rouje Paris

 Everlane

 Patagonia

 Uniqlo

 Dries Van Noten

 Ralph Lauren

 Moncler Persal

 Carhartt

 Diesel

 Dr. Martens

 Ray-Ban

 Levi‘s

 Comme des Garcons

 Montblanc

 Alexander McQueen

Q12\_2 Please recall the influencer you have just seen in the advertising： [Choose the figure you feel most certain]

 Figure 1 (Picture adaptable in Studies 1-3)

 Figure 2 (Picture adaptable in Studies 1-3)

 Figure 3 (Picture adaptable in Studies 1-3)

 Figure 4 (Picture adaptable in Studies 1-3)

 Figure 5 (Picture adaptable in Studies 1-3)

 Figure 6 (Picture adaptable in Studies 1-3)

 Figure 7 (Picture adaptable in Studies 1-3)

 Figure 8 (Picture adaptable in Studies 1-3)

 Figure 9 (Picture adaptable in Studies 1-3)

 Figure 10 (Picture adaptable in Studies 1-3)

 Figure 11 (Picture adaptable in Studies 1-3)

 Figure 12 (Picture adaptable in Studies 1-3)

 Figure 13 (Picture adaptable in Studies 1-3)

 Figure 14 (Picture adaptable in Studies 1-3)

 Figure 15 (Picture adaptable in Studies 1-3)

 Figure 16 (Picture adaptable in Studies 1-3)

**Post-test- End of the Block**

**HBO Block Start (Randomisation)**

Based on the manipulation plan (Web Appendix C), Experiment treatment Group 1-16 Presented with only ONE of AI advertising information for the influencers (Web Appendix A) and brands (Web Appendix B) as well as the ad videos (Web Appendix D and Web Appendix E) randomly.

**HBO - End of the Block**