

Survey Pre-Study

Survey Flow

ID Please declare the participant-ID shared with you:

I hereby declare that I have been informed about the studies goals and process and have understood them. I have been given sufficient opportunities to get in touch with the study coordinators to inform myself about the study and ask questions. Any questions were sufficiently addressed by the study-coordinators.

I am aware that my data can be saved anonymously for up to 10 years and can solely be used for research purposes. I am aware that I cannot retract permission to save my data once it was been anonymized. I have understood that results and data from this study may be published in academic publications in anonymous form.

For the successful participation in this study I will receive 30€. I have been informed about any risks and benefits associated with the participation in this study.

I am obliged to maintain silence towards third parties regarding the content and procedure of the study as well as keep the posts of other participants to myself. This is applicable during as well as after the study.

With my signature I declare that I am at least 18 years of age, that I have understood the study as well as the information and that my participation is voluntary. I have understood that I can end the study at any point without declaring a reason and without any negative repercussions. The study-coordinators can end the study at any point as well.

Q0: Mark the fitting answer:

☐ I have read, understood, and agree to the above consent form. (1)

Q1 Age:

Q2 Biological gender:

- ☐ male (1)
- ☐ female (2)
- ☐ divers (3)
- ☐ not specified (4)

Q3 Highest obtained degree:

- ☐ no degree (1)
- ☐ Hauptschul-/Volksschul-/Mittelschul-degree (2) [note: eng.: Qualifying secondary school diploma (specific type of German secondary school degree)]
- ☐ Realschul-Abschluss (3) [note: secondary school diploma (a different type of German secondary school degree)]
- ☐ (Fach-)Abitur (4) [note: vocational diploma/high school diploma, highest level German secondary school degree]
- ☐ University degree (5)

Q4 Which social media platforms do you use and how frequently?

	At least once a day (1)	At least once per week (2)	At least once per month (3)	Less frequently (4)	Never (5)
Facebook (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 Which additional social media platform do you use frequently? (up to three additional answers possible)

Q6 Name of social media platform:
(if you do not use an additional social media platform you may skip this question)

Q7 How frequently do you use the social media platform mention above?
(if you have not declared an additional medium above you can skip this question)

- ☐ At least once per day (1)
- ☐ At least once per week (2)
- ☐ At least once per month (3)
- ☐ Less frequently (4)

Q8 Name of social media platform:
(if you do not use an additional social media platform you may skip this question)

Q9 How frequently do you use the social media platform mention above?
(if you have not declared an additional medium above you can skip this question)

- ☐ At least once per day (1)
- ☐ At least once per week (2)
- ☐ At least once per month (3)
- ☐ Less frequently (4)

Q10 Name of social media platform:

(if you do not use an additional social media platform you may skip this question)

Q11 How frequently do you use the social media platform mention above?

(if you have not declared an additional medium above you can skip this question)

- ☐ At least once per day (1)
- ☐ At least once per week (2)
- ☐ At least once per month (3)
- ☐ Less frequently (4)

Q12 Which activities do you perform on social media?

	At least once a day (1)	At least once per week (2)	At least once per month (3)	Less frequently (4)	Never (5)
View/read content(1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post content (Posts/Videos/...) (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comment (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Like (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Write private messages (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Click on advertisement (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 What do you mainly use social media for? (multiple answers possible):

- ☐ Foster exchange with close friends/family (1)
- ☐ Foster exchange with acquaintances (2)
- ☐ Build contact to new people (3)
- ☐ Be informed about current events (news) (4)
- ☐ Information on events (5)
- ☐ To display something about me (e.g. pictures, posts) (6)
- ☐ To follow people of public interest/celebrities (7)
- ☐ To follow companies/brands (8)
- ☐ To foster existing professional connections/ build a network (9)
- ☐ For entertainment/pass time (10)

Q14 Which two qualities about a product are of particular importance to you?

☐

Price (1)

☐

Environmental friendliness (2)

☐

Popularity (3)

☐

Aesthetic (4)

☐

Quality (5)

Q15 Please declare the extend of your agreement with the following statements: ¹

	Strongly disagree (1)	disagree (2)	agree (3)	Strongly agree (4)
On the whole, I am satisfied with myself. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy being informed about new products via social media. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times I think I am no good at all. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy online shopping (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have a number of good qualities. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to do things as well as most other people. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I belief advertisements should be prohibited on social media. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I do not have much to be proud of. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

¹ Collani, Gernot von, and Philipp Yorck Herzberg. "Eine Revidierte Fassung Der Deutschsprachigen Skala Zum Selbstwertgefühl Von Rosenberg." Zeitschrift für Differentielle und Diagnostische Psychologie 24, no. 1 (2003): 3-7. <https://doi.org/10.1024//0170-1789.24.1.3>.
<https://econtent.hogrefe.com/doi/abs/10.1024//0170-1789.24.1.3>.

Q16 Please declare the extend of your agreement with the following statements:²

	Strongly disagree (1)	disagree (2)	agree (3)	Strongly agree (4)
I certainly feel useless at times. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy testing out new products. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I'm a person of worth, at least on an equal plane with others. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could have more respect for myself. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online advertisements do not influence my decision- making process. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All in all, I am inclined to feel that I am a failure. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I belief there are too many advertisements on social media. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward myself. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

² Collani, Gernot von, and Philipp Yorck Herzberg. "Eine Revidierte Fassung Der Deutschsprachigen Skala Zum Selbstwertgefühl Von Rosenberg." *Zeitschrift für Differentielle und Diagnostische Psychologie* 24, no. 1 (2003): 3-7. <https://doi.org/10.1024//0170-1789.24.1.3>. <https://econtent.hogrefe.com/doi/abs/10.1024//0170-1789.24.1.3>.

Q17 Please declare if you agree with the following statements.³

	Agree (1)	Disagree (2)
Before voting I thoroughly investigate the qualifications of all the candidates. (1)	<input type="radio"/>	<input type="radio"/>
I sometimes feel resentful when I don't get my way, (2)	<input type="radio"/>	<input type="radio"/>
No matter who I'm talking to, I'm always a good listener. (3)	<input type="radio"/>	<input type="radio"/>
I can remember "playing sick" to get out of something. (4)	<input type="radio"/>	<input type="radio"/>
There have been occasions when I took advantage of someone 5)	<input type="radio"/>	<input type="radio"/>

Q18 Please declare if you agree with the following statements.⁴

	Agree (1)	Disagree (2)
I'm always willing to admit it when I make a mistake. (1)	<input type="radio"/>	<input type="radio"/>
I always try to practice what I preach. (2)	<input type="radio"/>	<input type="radio"/>
I am always courteous, even to people who are disagreeable. (3)	<input type="radio"/>	<input type="radio"/>
I am sometimes irritated by people who ask favors of me. (4)	<input type="radio"/>	<input type="radio"/>
I have never deliberately said something that hurt someone's feelings. (5)	<input type="radio"/>	<input type="radio"/>

³ Crowne, Douglas P, and David Marlowe. "A New Scale of Social Desirability Independent of Psychopathology." Journal of consulting psychology 24, no. 4 (1960): 349.

⁴ Crowne, Douglas P, and David Marlowe. "A New Scale of Social Desirability Independent of Psychopathology." Journal of consulting psychology 24, no. 4 (1960): 349.

Q19 Please declare how frequently the following statements apply to you⁵

	Very frequently(1)	frequently (2)	sometimes (3)	rarely (4)	never (5)
I lack companionship. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel alone. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are people I feel a close connection to. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel excluded. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My relationships to other people are superficial. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nobody knows me well. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

⁵ Bilsky, Wolfgang, and Daniela Hosser. Soziale Unterstützung Und Einsamkeit: Zur Beziehung Zweier Verwandter Konstrukte. Universitäts-und Landesbibliothek Münster, 1997.

Q20 Please declare how frequently the following statements apply to you⁶

	Very frequently(1)	frequently (2)	sometimes (3)	rarely (4)	never (5)
I feel isolated. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are people who truly understand me. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am unhappy being so withdrawn. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People are around me but not with me. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are people I can talk to. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are people I can turn to. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

⁶ Bilsky, Wolfgang, and Daniela Hosser. Soziale Unterstützung Und Einsamkeit: Zur Beziehung Zweier Verwandter Konstrukte. Universitäts-und Landesbibliothek Münster, 1997.