



IN01

Welcome to the Survey for Master's Thesis Research

Thank you for taking part in this survey, which is conducted as part of a master's thesis project. Completing the survey will take about 5 minutes. During the process, you will be presented with two distinct Instagram posts. Kindly take a moment to review each post thoroughly before responding to the subsequent questions.

Your input is highly valuable and will play a key role in supporting the research. Please rest assured that the survey is entirely anonymous, and all collected data will be used exclusively for this master's thesis.

We sincerely appreciate your time and candid feedback.

Thank you,
Kamal Atteibi

P101

1. Do you use Instagram

- ☐ Yes
- ☐ No

P207

Please carefully review the following post and ensure you read the full caption. The survey will include questions based on the content, so pay close attention.

P201



Fridays for Future is calling for a global climate strike in Bochum on September 15th. The message is clear: End Fossil Fuels now! This protest, in collaboration with Verdi, is aimed at stopping the use of fossil fuels and securing a just, sustainable future. We will march to the BP/Aral headquarters to hold the corporation accountable for its environmental impact and disregard for human rights. Our goal is to raise awareness, demand real action, and show the world that we stand for climate justice. This demonstration is a call for change, for our planet, and for future generations. It's time to stop the exploitation of resources that harm the Earth. We must act now! Join us in Bochum and be part of this crucial movement for a better tomorrow. Together, we can make a real difference! 🌍✊

#EndFossilFuels #FridaysForFuture #ClimateJustice
 #BochumProtest #ActOnClimate #GlobalClimateStrike
 #RenewableEnergy #SustainableFuture #ClimateActionNow

#GreenTransition #SaveOurPlanet #ClimateStrike
#FutureIsGreen #NoPlanetB #ClimateEmergency

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2. In which city did the demonstration take place?

P206

- ☐ Berlin
- ☐ Köln
- ☐ Bochum
- ☐ Dresden
- ☐ Hamburg

3. How interesting you find this content? (where 1 not at all interesting to 5 highly interesting)

P202

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

4. How likely are you to tap the “like” button on this post? (where 1 is very unlikely to 5 very likely)

P203

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

5. How likely are you to comment on the following post? (where 1 is very unlikely to 5 very likely)

P204

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

P205

6. How likely are you to share the following post? (where 1 is very unlikely to 5 very likely)

☐

1

☐

2

☐

3

☐

4

☐

5

P307

Please carefully review the following post and ensure you read the full caption. The survey will include questions based on the content, so pay close attention.

P301



On March 3rd, Fridays for Future will take to the streets again, demanding urgent climate action. The climate crisis is worsening rapidly, and the evidence is undeniable: record-breaking heatwaves, extreme weather events, and environmental destruction are affecting communities worldwide. Governments continue to delay meaningful action, and the situation grows more dire with each passing day. We cannot afford to wait any longer. We demand real climate policies that respect the Paris Agreement and ensure a sustainable future for all. In Austria, the upcoming elections will be a pivotal moment to push for meaningful change. In Germany, the struggle against fossil fuel exploitation and environmental degradation continues to grow stronger. We must hold governments and corporations accountable for their role in this crisis. This is not just a fight for the environment but for human rights, social justice, and the well-being of future generations. The time for action is

now. Join us in the global climate strike on March 3rd to raise your voice for a just and sustainable future. Together, we can create the change our planet desperately needs. Stand up for climate justice, demand action, and show the world we won't back down. 🌍✊ #FridaysForFuture #ClimateAction #ClimateJustice #GlobalStrike #SaveOurPlanet #ActOnClimate #ParisAgreement #SustainableFuture #ClimateEmergency #GreenNewDeal #FossilFree

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7. What is this post about?

P306

- ☐ Climate protests
- ☐ Sports events
- ☐ Technology trends
- ☐ Celebrity news

8. How interesting you find this content? (where 1 not at all interesting to 5 highly interesting)

P302

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

9. How likely are you to tap the "like" button on this post? (where 1 is very unlikely to 5 very likely)

P303

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

P304

10. How likely are you to comment on the following post? (where 1 is very unlikely to 5 very likely)

☐

1

☐

2

☐

3

☐

4

☐

5

11. How likely are you to share the following post? (where 1 is very unlikely to 5 very likely)

P305 ☐

1

☐

2

☐

3

☐

4

☐

5

12. How old are you?SD02 

I am years old

13. What is your gender?SD01 

- ☐ male
- ☐ female

14. What is your current occupation or professional status?

SD10

- ☐ Student
- ☐ Employed (full-time)
- ☐ Employed (part-time)
- ☐ Self-employed
- ☐ Unemployed
- ☐ Retired
- ☐ Other

Thank you for completing this questionnaire!

We would like to thank you very much for helping us.

Your answers were transmitted, you may close the browser window or tab now.

Kamal Atteibi, University of Bremen – 2025