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## **Research Objectives**

We are interested in understanding how ad content influences users of YouTube and Instagram to further explore or purchase a product through an ad on these platforms. We are also trying to evaluate what consumers connect with and how companies could persuade users to explore their products through ads on Youtube/Instagram. We also want to know how ads on these platforms affect user's browsing experience. The two groups we are looking at frequent shoppers vs non-frequent shoppers. We expect to find that frequent shoppers would come across ads on Instagram/Youtube because of their browsing history and would explore/purchase more as compared to non-frequent shoppers.

# Survey: Ads on YouTube and Instagram

We are students at Brandeis University working on a project for our marketing research class, so all information collected will only be used for this project. In this survey we are interested in understanding how ad content influences users of YouTube and Instagram to further explore or purchase a product through an ad on these platforms. Please help us by answering all the questions as honestly as you can. There are no right or wrong answers, we are simply interested in your own feelings and experiences. Completing this questionnaire will take about 6 to 8 minutes, and the questionnaire is anonymous. Thank you for your help and participation.

## Start of Block: Default Question Block

Q1 Which social media platforms do you use?

- ☐ Instagram (1)
- ☐ YouTube (2)
- ☐ Both (3)
- ☐ None of them (4)

Q2 How long do you spend on this/these platforms every day?

- ☐ < 1 hour (1)
- ☐ 1 hour to 3hours (2)
- ☐ 3 hours to 5 hours (3)
- ☐ > 5 hours (4)

Q3 On average how much do you spend on online shopping every month?

- ☐ < \$100 (1)
- ☐ \$100 to \$500 (2)
- ☐ \$501 to \$1000 (3)
- ☐ > \$1000 (4)

Q4 On average how often do you shop online?

- ☐ Everyday (1)
- ☐ Several times a month (2)
- ☐ Once a month (3)
- ☐ Several times a year (4)
- ☐ Never (5)

Q5 Have you come across ads on these platforms?

	Yes (1)	No (2)
Instagram (1)	<input type="radio"/>	<input type="radio"/>
YouTube (2)	<input type="radio"/>	<input type="radio"/>

Q6 How often do you see ads on these platforms?

	Rarely 1 (1)	2 (2)	Sometimes 3 (3)	4 (4)	A lot 5 (5)
Instagram (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7 Do you remember any ads of a certain brand you came across lately?

	Yes (1)	No (2)
Instagram (1)	<input type="radio"/>	<input type="radio"/>
YouTube (2)	<input type="radio"/>	<input type="radio"/>

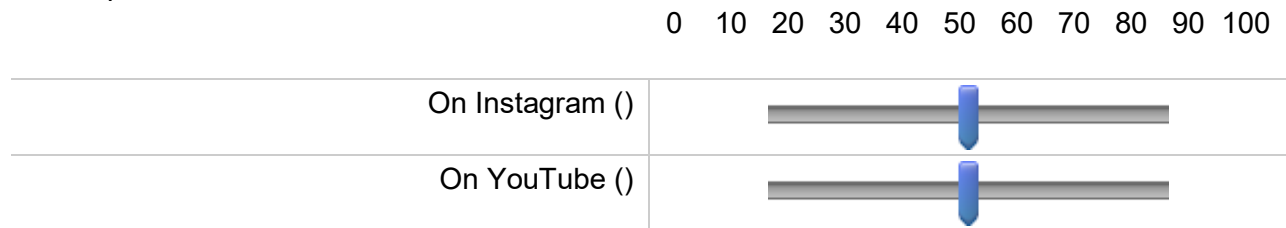
Q8 Did you explore "Q7 brand name" further?

- ☐ Yes (1)
- ☐ No (2)

Q9 What features of this ad made it memorable?

- ☐ Visuals (1)
- ☐ Audio (2)
- ☐ Product features (3)
- ☐ Brand concept (4)
- ☐ Other: (5) \_\_\_\_\_

Q10 How likely are you to explore (click, google search, landing page exploration) an ad on these platforms?



Q11 Have you ever tried to obtain a product or service (product purchase, app download etc.) through an ad on these platforms?

	Yes (1)	No (2)
Instagram (1)	<input type="radio"/>	<input type="radio"/>
YouTube (2)	<input type="radio"/>	<input type="radio"/>

Q12 Rank your preferences for what you think encourages you to explore an ad:

- \_\_\_\_\_ Brand Familiarity (1)
- \_\_\_\_\_ Ad Content (2)
- \_\_\_\_\_ Ad frequency (3)
- \_\_\_\_\_ Relevance to personal interest (4)
- \_\_\_\_\_ Ad design (5)

Q13 How do ads affect your browsing experience on social media ?

	Positive (1)	Negative (2)
On Instagram (1)	<input type="radio"/>	<input type="radio"/>
On YouTube (2)	<input type="radio"/>	<input type="radio"/>

Q14-a Did any of the options below contribute to making it a positive experience?

- ☐ Ad relevant to interest (1)
- ☐ Sales promotion (2)
- ☐ Ad reliability (ad matches product on the landing page) (3)
- ☐ New product discovery (4)
- ☐ Non-repetitive content (5)
- ☐ Ad content and design (6)
- ☐ Other: (7) \_\_\_\_\_

Q14-b Did any of the options below contribute to making it a negative experience?

- ☐ Ad irrelevant (1)
- ☐ Poor ad design (2)
- ☐ Unreliable ads (ad doesn't match the product on the landing page) (3)
- ☐ Repetitive content (4)
- ☐ Too many ads (5)
- ☐ Other: (6) \_\_\_\_\_

Q15 Do you think the ads you see are personalized?

	Totally personalized (1)	Mostly personalized (2)	Just a few personalized (3)	Never personalized (4)
On Instagram (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On YouTube (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 How comfortable are you with the level of personalization in your ads?

	Very uncomfortable		Very comfortable
	0	1	2
	3	4	5
Extent of comfort ()			

Q17 Associate your level of comfort with sharing the information below:

- ☐ Search history (1)
- ☐ Chats (2)
- ☐ Location (3)
- ☐ Demographic information (4)
- ☐ Purchase history (5)
- ☐ Posts, hashtags, likes (6)
- ☐ People you follow (7)

Q18 What ad blocking services do you use for YouTube?

- ☐ Ad blockers (1)
- ☐ Premium accounts (2)
- ☐ None (3)

Q19 If Instagram provides service to block the ads, are you willing to subscribe to that?

- ☐ Yes (1)
- ☐ No (2)



Q20-a(i) *\*If Adblockers chosen on Q18\**

*Do you pay for the service?*

- ☐ Yes, price: (1) \_\_\_\_\_
- ☐ No (2)

Q20-a(ii) Has it improved your overall browsing experience?

- ☐ Greatly (1)
- ☐ Moderately (2)
- ☐ Not at all (3)

Q20-a(iii) Why would you not go for the premium service?

- ☐ Ad blockers perfectly for me (1)
- ☐ I do not use YouTube that much (2)
- ☐ Ad blockers are cheaper than premium (3)
- ☐ I like the ads! (4)

Q20-b(i) *\*If Premium account chosen on Qs 18-a\**

*Has it improved your overall browsing experience?*

- ☐ Greatly (1)
- ☐ Moderately (2)
- ☐ Not at all (3)

Q20-b(ii) Why did you not go for the ad blockers?

- ☐ I did not know about them (1)
- ☐ I don't think they work well (2)
- ☐ Ad blockers don't work on mobile devices (3)
- ☐ I like ads! (4)

Q20-c(i) *\*If None chosen on Qs 18\**

Why did you not go for ad blockers/premium accounts?

- ☐ I did not know about them (1)
- ☐ I don't think they work well (2)
- ☐ I like ads! (3)

Q21-a *\*If Yes is chosen on Qs 19\**

How much are you willing to pay for the service?

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Q21-b *\*If No is chosen on Qs 19\**

Why would you not use this service?

- ☐ I like ads! (1)
- ☐ I like exploring new products (2)
- ☐ I do not think ads affect my browsing experience (3)

Q22 What is your age?

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Q23 Gender

- ☐ Male (1)
- ☐ Female (2)
- ☐ Other (3)
- ☐ Prefer not to answer (4)



Q24 In which country do you currently reside?

▼ Afghanistan (1) ... Zimbabwe (1357)

Q25 In which state do you currently reside?

▼ Alabama (1) ... I do not reside in the United States (53)

Q26 What is your marital Status

- ☐ Married (1)
- ☐ Divorced (2)
- ☐ Single (3)
- ☐ Other (4)

Q27 What is your education level?

- ☐ High School (1)
- ☐ Associate or Other Degree (2)
- ☐ Bachelor's (3)
- ☐ Master's (4)
- ☐ PhD (5)

Q28 What is the size of your household?

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Q29 What is your annual income?

- ☐ Less than \$10,000 (1)
- ☐ \$10,000 - \$19,999 (2)
- ☐ \$20,000 - \$29,999 (3)
- ☐ \$30,000 - \$39,999 (4)
- ☐ \$40,000 - \$49,999 (5)
- ☐ \$50,000 - \$59,999 (6)
- ☐ \$60,000 - \$69,999 (7)
- ☐ \$70,000 - \$79,999 (8)
- ☐ \$80,000 - \$89,999 (9)
- ☐ \$90,000 - \$99,999 (10)
- ☐ \$100,000 - \$149,999 (11)
- ☐ More than \$150,000 (12)

Q30 What is your ethnicity?

- ☐ White (1)
- ☐ Black or African American (2)
- ☐ American Indian or Alaska Native (3)
- ☐ Asian (4)
- ☐ Native Hawaiian or Pacific Islander (5)
- ☐ Other (6)

End of Block: Default Question Block