***Questions generating numeric data:***

1. How many minutes did you spend on Facebook yesterday? (Please enter a numeric value in minutes.)

Response validation: Numeric entry

1. On a scale of 1 to 5, how satisfied are you with your Instagram usage today? (1 being very dissatisfied, 5 being very satisfied)

Response validation: Numeric entry within the range of 1 to 5

1. How many tweets did you post on Twitter last week? (Please enter a numeric value.)

Response validation: Numeric entry

1. How many photos did you upload to Snapchat yesterday? (Please enter a numeric value.)

Response validation: Numeric entry

1. On average, how many videos do you watch on TikTok per day? (Please enter a numeric value.)

Response validation: Numeric entry

***Questions generating categorical data with multiple choice options:***

1. Which social media platform do you use the most frequently?

Facebook

Instagram

Twitter

TikTok

Snapchat

1. What is your primary reason for using social media?

Connecting with friends and family

Entertainment

Keeping up with news and current events

Networking or professional purposes

Personal expression and creativity

1. How do you feel about sponsored content on social media?

I find it helpful and engaging

I'm indifferent towards it

I find it annoying and intrusive

I rarely notice sponsored content

I actively avoid sponsored content

1. How often do you share personal updates or stories on social media?

Multiple times a day

Once a day

A few times a week

Once a week

Rarely or never

1. Which social media feature do you value the most?

Stories/Reels

Messaging

Live streaming

Hashtags

Filters and effects

***Questions generating categorical data with checkboxes:***

Select the types of content you regularly engage with on social media: (Select all that apply)

Text posts

Photos

Videos

Memes

News articles

Which social media platforms do you use for professional networking? (Select all that apply)

LinkedIn

Twitter

Facebook

Instagram

None

Choose the social media platforms where you follow influencers or celebrities: (Select all that apply)

Instagram

TikTok

Twitter

Facebook

YouTube

Select the social media platforms where you actively participate in group discussions or forums: (Select all that apply)

Reddit

Facebook

Twitter

LinkedIn

Discord

Which social media platform do you turn to for seeking product recommendations or reviews? (Select one)

Facebook

Instagram

YouTube

Twitter

Reddit