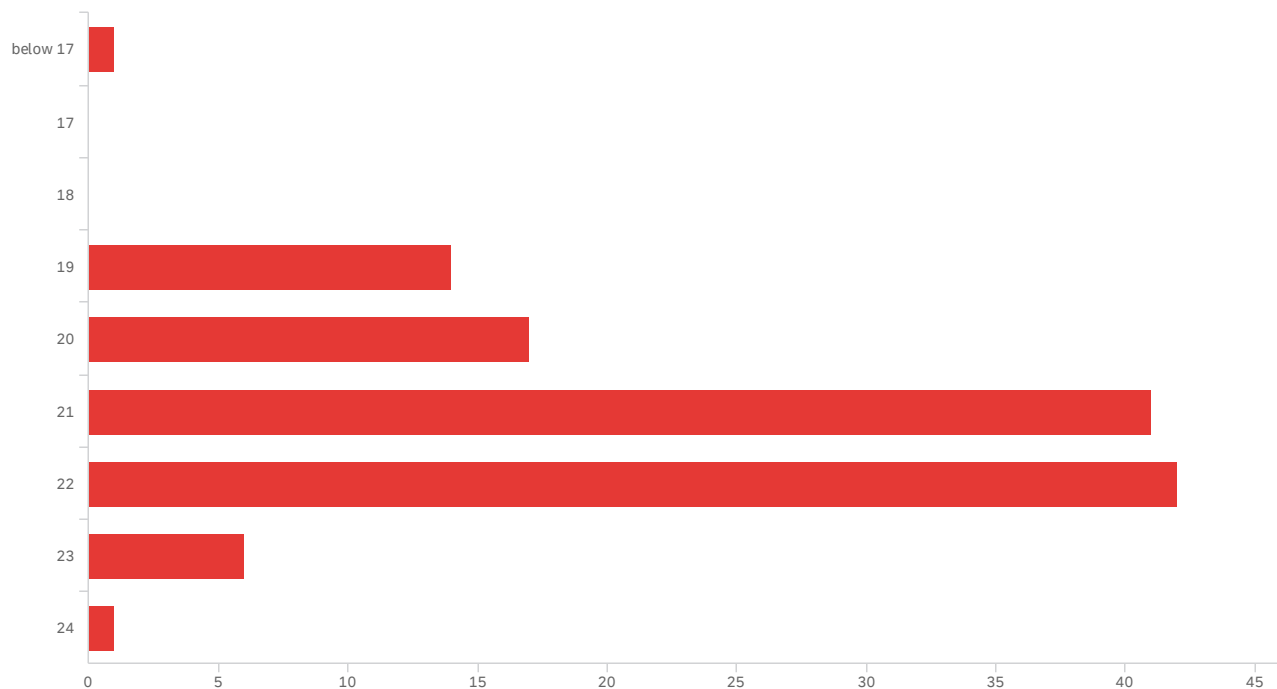


Default Report

Influencer Research

April 19, 2021 4:17 PM MDT

Q1 - Demographic



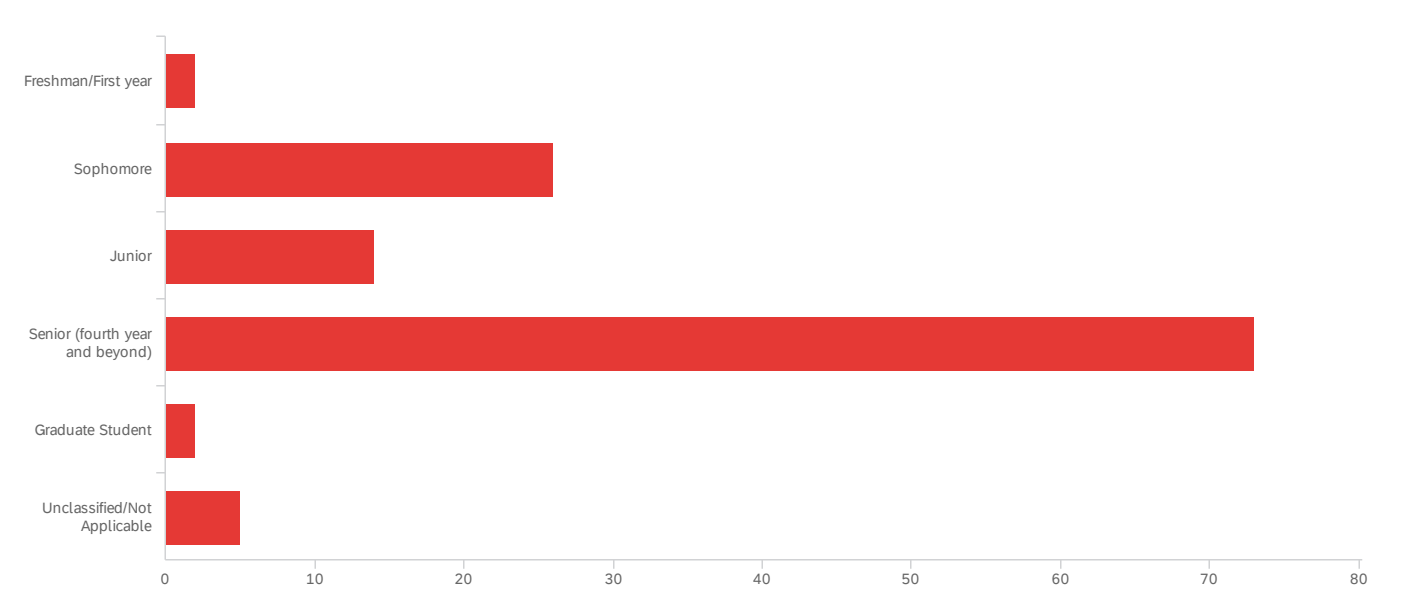
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Demographic	1.00	9.00	6.06	1.19	1.41	122

#	Field	Choice Count
1	below 17	0.82% 1
2	17	0.00% 0
3	18	0.00% 0
4	19	11.48% 14
5	20	13.93% 17
6	21	33.61% 41
7	22	34.43% 42
8	23	4.92% 6

#	Field	Choice Count
9	24	0.82% 1
		122

Showing rows 1 - 10 of 10

Q2 - Demographic

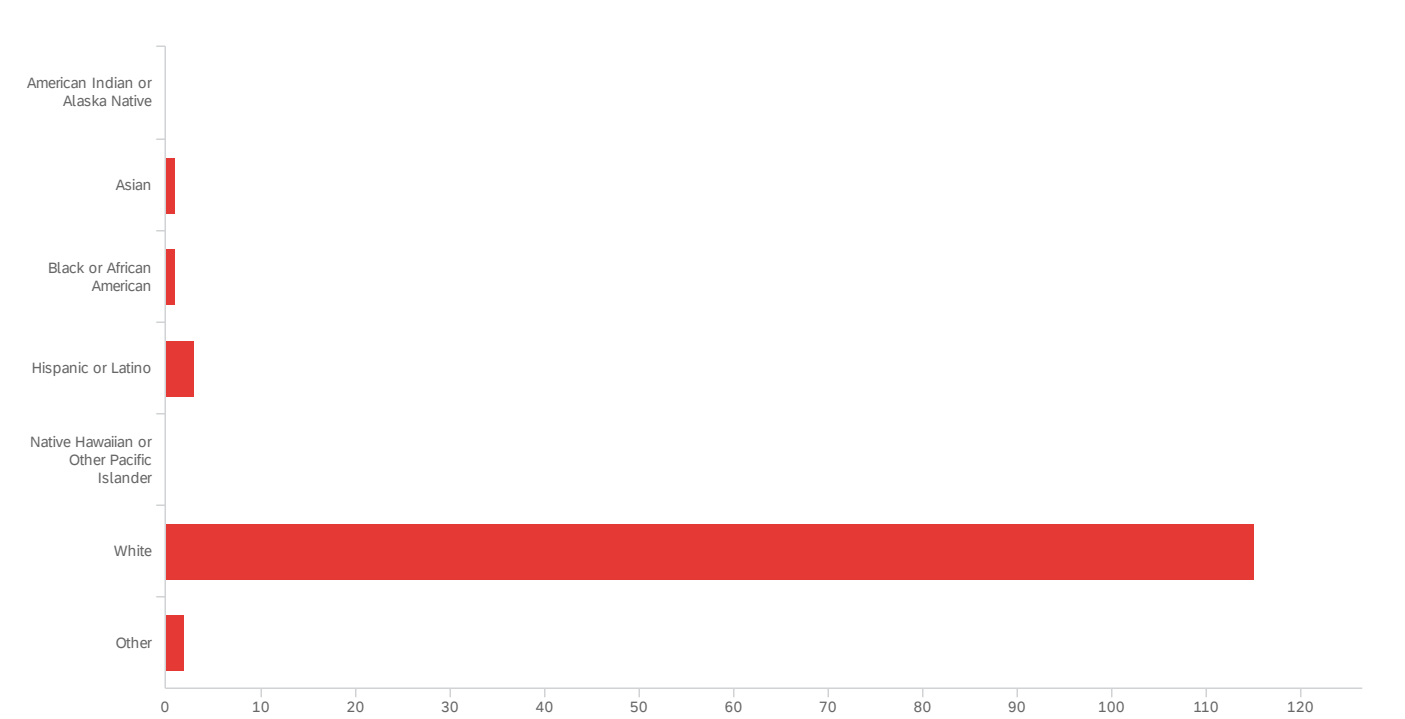


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Demographic	1.00	6.00	3.51	1.03	1.05	122

#	Field	Choice	Count
1	Freshman/First year	1.64%	2
2	Sophomore	21.31%	26
3	Junior	11.48%	14
4	Senior (fourth year and beyond)	59.84%	73
5	Graduate Student	1.64%	2
6	Unclassified/Not Applicable	4.10%	5
			122

Showing rows 1 - 7 of 7

Q3 - Demographic

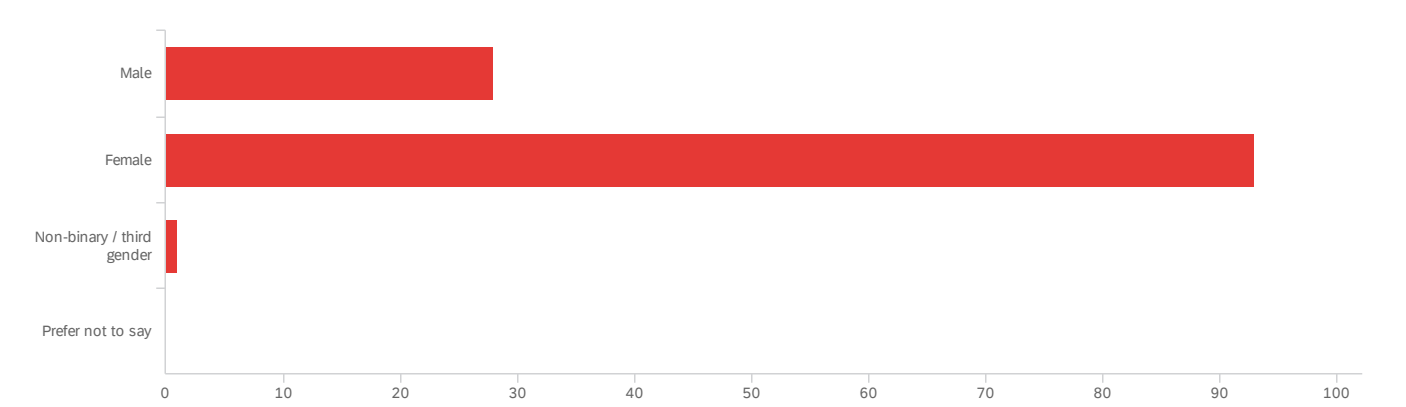


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Demographic	2.00	7.00	5.91	0.56	0.31	122

#	Field	Choice Count
1	American Indian or Alaska Native	0.00% 0
2	Asian	0.82% 1
3	Black or African American	0.82% 1
4	Hispanic or Latino	2.46% 3
5	Native Hawaiian or Other Pacific Islander	0.00% 0
6	White	94.26% 115
7	Other	1.64% 2
		122

Showing rows 1 - 8 of 8

Q6 - What is your gender identification?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender identification?	1.00	3.00	1.78	0.43	0.19	122

#	Field	Choice	Count
1	Male	22.95%	28
2	Female	76.23%	93
3	Non-binary / third gender	0.82%	1
4	Prefer not to say	0.00%	0

122

Showing rows 1 - 5 of 5

Q12 - What do you use social media for?

What do you use social media for?

keeping up with friends, entertainment, to numb my brain, to get mad at conservatives, to learn

News, keeping up with friends, funny content.

Everythingg

instagram

I have no idea. Boredom?

To pass time

Nothing.

Updating friends on life

keeping up with friends

News, memes, following friends and organizations

Keeping in touch

talking to friends, entertainment, learning new things, and when i'm bored

Mostly entertainment, to stay updated on my peers lives, and to stay updated on the current events

Connecting with friends and family and getting daily news.

Connecting with friends.

Fun

Entertainment

Staying connected with others & entertainment

I use it for classes (Journalism requires professional social media). And to stay in touch with people I know.

Entertainment

personal use

to keep up with people

What do you use social media for?

Connections/News

Connecting with people, news, content creation and sharing, entertainment

Stay in touch with what's happening and trends of the world

Connecting with people

Stay up to date

Connecting with friends

Entertainment/ talking to people

Sharing my life

Fun

Share pictures and keep up with friends.

Entertainment, staying in touch

News, keeping up with friends and family, personal expression

posting about things i'm doing

Keep up w friends /celebrities

Socializing with friends

Entertainment

aesthetics, humor, shopping, inspiration, information

news/checking up on my friends

memes, connecting with my friends

Instagram, tik tok, Snapchat, facebook, pintrest

To connect with people and take a break from what I do during the day

Some social media is to share special moments and connect with people/keep people updated on my life. Other social media (tiktok, youtube) is to disconnect from stress and have fun.

connect with friends

Connect with friends, family, work, and academics

What do you use social media for?

Fill empty time in my day

for entertainment

Posting photos, catching up with friends.

Sharing photos and content with family friends, following celebrities and influencers, keeping up with family and friends, for recipes, fashion, workout content

keep updated on friends and family lives and see influencer posts about food or fashion, sometimes news

snapchat, instagram, and vsco

Posting pictures, seeing what other people are up to, watch funny videos (Tik tok), sometimes to get inspiration for clothing, etc.

to see what others are doing/keep in touch and to share pictures updating my life

I use social media to keep in touch with my friends both close to me and far from me

Entertainment and seeing what other people are up to

for entertainment

Post photos, connect with friends

keeping in touch & wasting time

Snapchat

For entertainment mostly

Connecting with friends and posting pictures.

News, keeping in touch w friends. Wasting time.

Entertainment and news

sharing my life, design inspiration, cool content inspiration

Staying connected with people/news

Entertainment and staying up to date on people's lives.

Inspiration, to stay connected with family and friends.

Connecting with friends, art/style inspiration, workout/meal ideas, news

Keeping up with friends and to procrastinate

What do you use social media for?

to connect with friends

To be connected

News, travel ideas, entertaining content, product recommendations

Keeping up with mates

To see what's up w my friends and try to find baddies

Keeping up with friends

To stay connected with friends and acquaintances

Comedy

To keep up with friends and news

Seeing pictures and enjoyable content.

Posting photos, keeping up with friends

News updates and social updates. Shopping. Entertainment.

Snapchat, Instagram, Tik Tok

Connecting with others, entertainment

Entertainment, waste extra time, keep in touch with people

Instagram, Facebook, Snapchat, Tiktok, Twitter, LinkedIn

Pass time, keep up with others

To pass time, for work

Connecting with friends and staying updated

Entertainment

Keeping up with friends and sports news

Mainly to stay connected with friends & family

To keep myself entertained

Everything

What do you use social media for?

Learning, following celebrity personalities, news, memes

Entertainment and information

To socialize with my friends

Keeping up with friends and news

Social interaction, information, news.

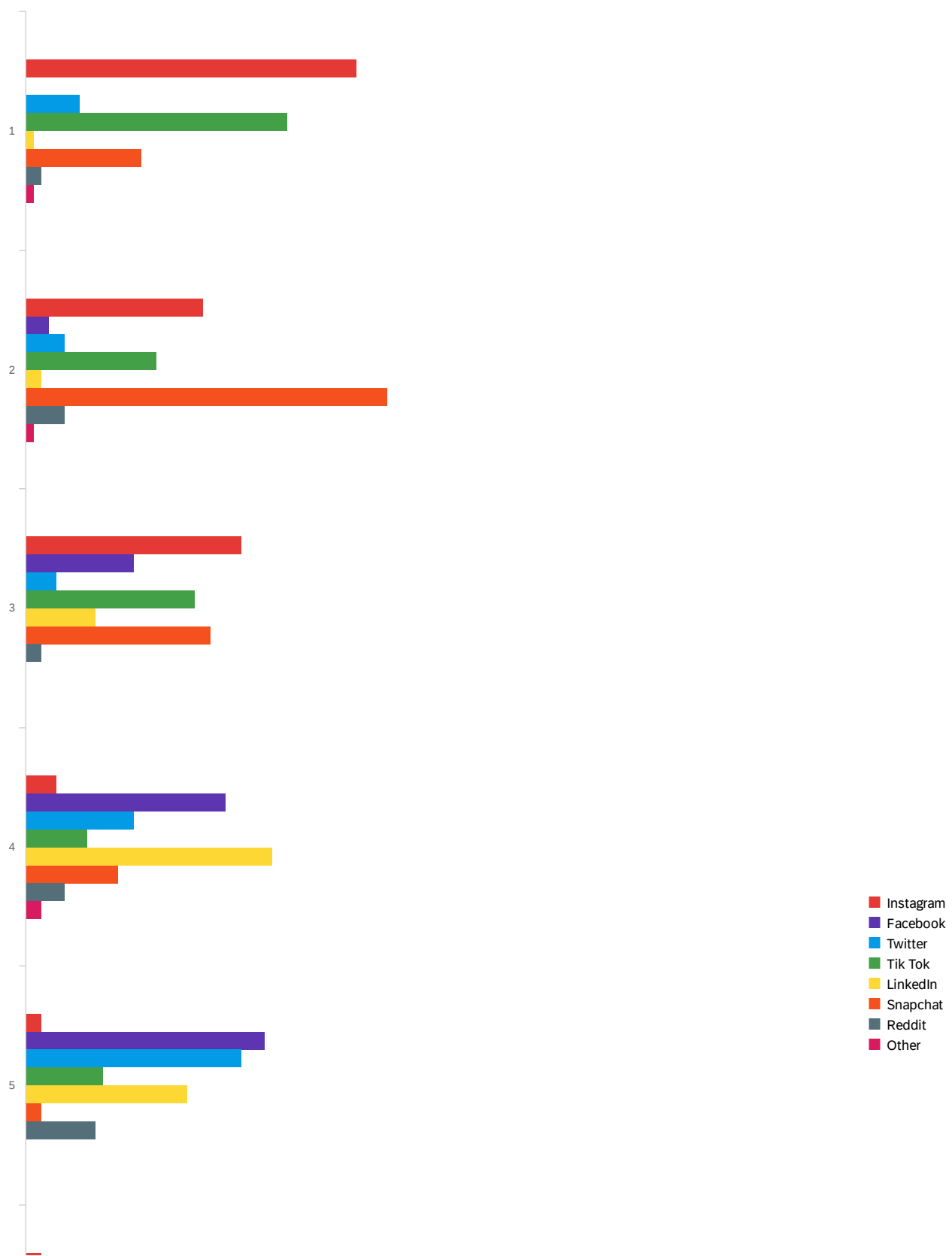
Connect with friends

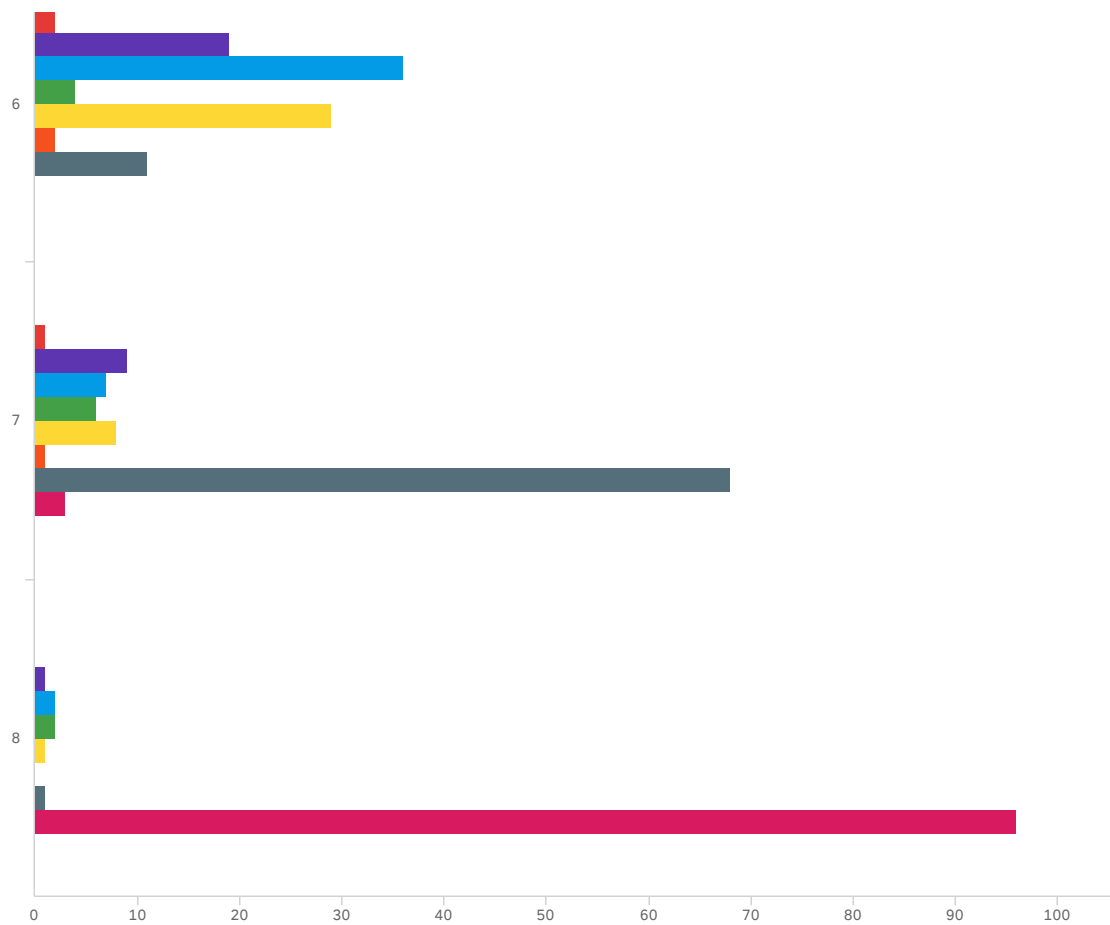
connected with other people

entertainment

Looking at memes

Q10 - From the most amount of time spent on the platform to the least, personally rank the following social media platforms:





#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Instagram	1.00	7.00	2.12	1.25	1.56	103
2	Facebook	2.00	8.00	4.78	1.28	1.63	103
3	Twitter	1.00	8.00	4.91	1.61	2.60	103
4	Tik Tok	1.00	8.00	2.89	1.93	3.71	103
5	LinkedIn	1.00	8.00	4.88	1.29	1.66	103
6	Snapchat	1.00	7.00	2.50	1.15	1.32	103
7	Reddit	1.00	8.00	6.15	1.55	2.40	103
8	Other	1.00	8.00	7.77	1.05	1.11	103

#	Field	1	2	3	4	5	6	7	8
1	Instagram	41.75% 43	22.33% 23	27.18% 28	3.88% 4	1.94% 2	1.94% 2	0.97% 1	0.00%

#	Field	1		2		3		4		5		6		7		8
2	Facebook	0.00%	0	2.91%	3	13.59%	14	25.24%	26	30.10%	31	18.45%	19	8.74%	9	0.97%
3	Twitter	6.80%	7	4.85%	5	3.88%	4	13.59%	14	27.18%	28	34.95%	36	6.80%	7	1.94%
4	Tik Tok	33.01%	34	16.50%	17	21.36%	22	7.77%	8	9.71%	10	3.88%	4	5.83%	6	1.94%
5	LinkedIn	0.97%	1	1.94%	2	8.74%	9	31.07%	32	20.39%	21	28.16%	29	7.77%	8	0.97%
6	Snapchat	14.56%	15	45.63%	47	23.30%	24	11.65%	12	1.94%	2	1.94%	2	0.97%	1	0.00%
7	Reddit	1.94%	2	4.85%	5	1.94%	2	4.85%	5	8.74%	9	10.68%	11	66.02%	68	0.97%
8	Other	0.97%	1	0.97%	1	0.00%	0	1.94%	2	0.00%	0	0.00%	0	2.91%	3	93.20%

Showing rows 1 - 8 of 8

Q11 - What was your top platform and what do you enjoy about it?

What was your top platform and what do you enjoy about it?

twitter because i learn the most on there, have had it the longest and there isn't pressure to look a certain way

Twitter: it has news on politics, sports, music, funny content, and everybody is weird.

Instagram, I enjoy the business side of it as I am capable of remaining anonymous while still promoting the things I work for and do, simultaneously creating a business network

instagram - it's kind of cool to see/shop for clothes online

Reddit. It's just an endless stream of fun or interesting things.

insta, idk it's easy to pass time on it

Instagram. Golfing videos.

The variety of content

Tik tok because it's effortless and entertaining to watch

Instagram for memes and the discover page

Snapchat because it's a low key way to text with pictures

instagram always keeps me entertained

Tiktok. I like the variety of content on there, and the short videos keep me constantly entertained

Instagram is really easy to navigate and I love seeing pictures more than reading.

Snapchat, because it's the most casual way to get in touch with people.

Snapchat, nudes

Snapchat is my top platform. There is always a new Snapchat story or news story to look at.

Tik Tok because it is a quick form of entertainment and there's always new content

TikTok. I deleted personal accounts on other platforms, so I don't have many apps to check. I go on TikTok and lose track of time. Next thing I know it's been two hours.

Tik tok It's funny and good way to kill time

instagram but im not sure what i like about it

What was your top platform and what do you enjoy about it?

instagram and because I like looking at pictures

Instagram to watch sports highlights

Tiktok because it's so easy to keep using it because it changes so much and so often with its content

Sharing and looking at pictures

LinkedIn I use for work so I am always on it

Twitter, I use it for news and networking

Seeing what everyone's up to

Instagram. Videos and pictures

Instagram. I enjoy the type of content.

Tik tok it's so fun

TikTok and it's addicting and easy

Instagram and I like seeing photos, getting inspiration, being creative, following influencers for inspo

Snapchat, keeps me connected with friends and makes me laugh

Instagram. posting pictures and seeing others posts

Instagram because i like seeing pictures of what people are doing rather than reading

TikTok: it has the most entertaining content

The explorer page

personalized for you page, funny, advice, cool fashion inspiration

tiktok - gives me entertainment and news at the same time. easy to watch short videos instead of long youtube ones

instagram and i like that i can post content where i can be creative

I like that it's customized to you and interactive. Also less pressure than other platforms and more focused on positivity.

To connect with friends and see what people are doing

I enjoy TikTok because its less about comparison / showing only the best moments of your life and more about laughing. I like looking at recipes or hauls because instead of bringing me down, it inspires me to be a better version of myself.

tiktok bc it's good for killing time and a good laugh

What was your top platform and what do you enjoy about it?

Tik tok- just a quick fun way to entertain myself when i have short breaks between work and classes

Instagram...can see stories and major posts. The explore page helps me find new people which I find myself hours later still looking into

snap chat because it's mostly talking with friends

Instagram; I like being able to see what my friends are up to

Tik Tok is currently my top platform in terms of time spent on it; I love the content on the app and its algorithm. It's addicting but I genuinely enjoy scrolling through it. I've learned a lot from its content and am constantly laughing over TikTok's. I especially love fashion and fitness centered Tik Toks.

instagram and because it is visual and lets me see pictures

tiktok, it's very entertaining and makes me laugh

Instagram, but I honestly don't like it that much. It has just become somewhat addicting. I prefer tik tok.

Instagram and I just prefer looking and posting on this platform because there's more of an aesthetic on each persons account

Snapchat because I like the direct communication with my friends and seeing other people's stories

Instagram and the reels or the explore page

scrolling

Tik tok and I like watching funny videos

I enjoy watching videos and learning new things like recipes new products to buy

Snapchat and see peoples faces

My top was Tik Tok, and I enjoy the wide variety of videos offered on that app. There is a video for all of my moods; I especially like the "For You" page feature on this app because it really does feel like it was specially curated for me.

Instagram because I get to see and comment on my friends pictures. Also let's me share a little bit of my life.

Instagram is probably my top platform. I like that it's got all my friends in one place and provides a wide variety of entertainment like pictures, videos, longer videos, shopping ideas. ETC

Twitter because the pages I follow are informative while others are purely entertainment

Instagram, pretty visuals & lifestyle

Tik Tok, keeps me entertained

Instagram, combo of funny stuff and my friend's content.

What was your top platform and what do you enjoy about it?

Instagram - I personally use it as part of my job -running social media pages. I don't have a personal one I use that follows friends which is why I think I enjoy the app- far less toxic aspects of it since I don't have to "keep up with people".

Instagram, I like the memes

Reddit is my favorite because of the lack of ads and more specific and interesting content.

snapchat. keeps me connected to my friends around the nation and get closer to people i just met

Instagram. It's easy

I use Instagram the most. I like that you can share your own photos and see what others are doing/connect with them even if you are far apart physically.

It's just a good way to pass the time

Snapchat. I like being able jusy to send a quick picture to someone instead of a text

Instagram, looking at pictures

Snapchat is a nice way to receive live visual updates from your friends

Twitter is undefeated

Tiktok, I love that I can get comedy, news, fashion updates, and more all in one app. The fact that the algorithm is so personal and you can make it so specific to yourself makes the app so addictive.

Snapchat was my top platform because I use it to stay in touch with people as well as get news, funny content, cooking advice, and entertainment.

TikTok, I enjoy watching/making videos on it

Tiktok because of the variety and quantity of content available but also tailored to my interests.

Tik tok cause it can be hilarious but also informational and have fun adventure and life tips.

Tiktok- entertains while I am exposed to new trends or new life hacks

Tik Tok, because it wastes time and is funny, it's a great way to connect with friends over a funny video

Tik tok, it is very entertaining. I spend way to much time on it. It has comedy, life hacks and advice and just overall a lot of fun facts that I learn

So easy to get pulled in

Instagram because I like see the pictures, it's entertaining visually

Tiktok. I just enjoy the funny videos and it's an easy way to pass time

Instagram, I like seeing my friends

What was your top platform and what do you enjoy about it?

Instagram, the simplicity about it

Twitter - not only is it hilarious & relatable but it also keeps you updated on what's going on around the world

Instagram. I can see my friend's posts and watch Instagram reels. I can watch videos that I like

Tiktok and it distract

Twitter, people's concise opinions, scrolling format

Tik Tok I literally learn more from that app then I do at school.

Instagram b/c it is only my friends feed I can see

Instagram; I like photography so I enjoy seeing pictures and people I know

Instagram. It has news, friends, and other info I value.

I like Instagram and Snapchat the best. Instagram because I can see things from a large amount of people and see posts that cover all types of topics. Snapchat bc I like to use that to stay connected with friends

snapchat. i like seeing faces

Tik tok and always

Ifunny cause it has the most memes

Q13 - How do you determine who to follow on social media?

How do you determine who to follow on social media?

if i know them personally, like their content, or they don't make me feel bad about myself i will follow them

If they have funny content, friends that I trust

Their posts/shared interests

I guess I like to see has cool clothes and where they get them from.

They're usually friends, family, celebrities, or community leaders in my city.

if they'll entertain me

I haven't followed an individual in years.

Who I find interesting or entertaining or I know them

if i know them

Whether I know them or it's an organization or company I like

My friends

if i know them/think they're interesting

If I consistently like the content someone posts, then I follow them.

If I know them or not or if I like the content they are posting.

Mutual friendships and school connections.

Whoever is hot

If I know them in person and would talk to them if I actually did see them in person.

If I enjoy their content, agree with their platform, or they're someone I know

I usually follow people I know and people who follow me first.

Friends, people's who's posts I care about

just friends maybe an influencer w cool aesthetic

if I know them

How do you determine who to follow on social media?

If I know them or are a fan of them.

If I know them or if the account interests me

If they post content to my likings or if they have an aesthetic that's similar to mine

People I know or people I admire

People that post interesting things or people I know

Not sure

I follow things I'm interested in

if I enjoy the content they put out

If I'm friends with them or they're famous

Friends/ accounts and brands I find that I like

Who I'm friends with or celebrities I like

People I know/ People who post content I enjoy seeing and taking inspiration from

Depends on who my inspirations are / who I am close to

People I know or have mutual friends with

If I know them or like their content

people i know or go to school with and celebrities i like

if i know them/ if i look up to them

friends and content im interested in

If I want to see their content

If I have met them or know them or if they have content that I like

for the most part friends i also follow people i find inspirational or interesting

depends on the platform but friends and who's funny

Just if i have any relative connection to them (city, school, club, etc)

Do I know them in real life or is there an aspect of their life I'm jealous of and interested seeing on my feed

How do you determine who to follow on social media?

if i know them or connect with their content

Friends/people I know and hobbies I enjoy

I follow people I know in real life, brands that I love or identify with, and influencers that make me feel good, not worse about myself or jealous. There's a fine line between beneficial and detrimental influencer content to me personally. If the influencer is motivating, realistic, and just interesting to me, I follow.

I know them or find their account interesting

if i know of them or not

People I know and people I admire/famous people I like

I follow people i know from school or any account that i could really see inspiring me

I follow people I know or mutual friends of people I know

If I want to continue seeing what they post and if it's relevant to me

who i know and want to see

Funny, friends

if I know them or not

If I know them or heard of them

I determine who to follow on social media by who's videos make me laugh or feel something.

If I know them or if I like their style, morals, or celebrities as well

Friends or interests

If I know them and popularity are two important factors

stuff that brings me peace

If their content is entertaining or informative

If I know them in person or if they're funny

Aesthetics, what they stand for, level of activity, supporting their endeavors, products/company's that I purchase from.

If I know them personally or look up to them in some way

I have to know them, or what they post is interesting to me

How do you determine who to follow on social media?

if i met them personally or want to stay connected with them or want to eventually meet them. if i feel their content is relatable to my life

If I care to know them

I only really follow close friends and family and a few of my favorite celebrities or television personalities.

If I know/have met them or they are famous to some capacity

If I've met them before or they're famous like drake

If I know them

If I know or have some connection to a person

Comedy

If I know them personally or if I idolize them in someway (celebs etc.)

If I know them or like what they like and post.

I usually follow people I know or influencers/people that are entertaining

If their posts are interesting, inspiring, funny, or ascetically pleasing to my tastes.

Based on my relationship with them.

People I know and with shared common interests

It all depends on the app, like I only follow on Snapchat if I'm close friends but I will follow almost anyone I vaguely know on Facebook

Based on my relationships to the people, or the content they post.

If I would say hi to them in public or like their content

Only people or organizations I know, friends of friends, or celebrities that I love

Personal interests

If I like their aesthetic

Who I know and whether I like their content

I typically follow most people I know, a few celebrities that I want to stay updated on, and I'll occasionally follow accounts of people that I might not know personally but whose content I really enjoy

Friends and memes only

Funny people

How do you determine who to follow on social media?

Are they funny, friends, or do they provide useful insights

If I know them or no of them

If I know them / like their feed

Based on who I actually know and then who's lives interest me

If they interest me or now.

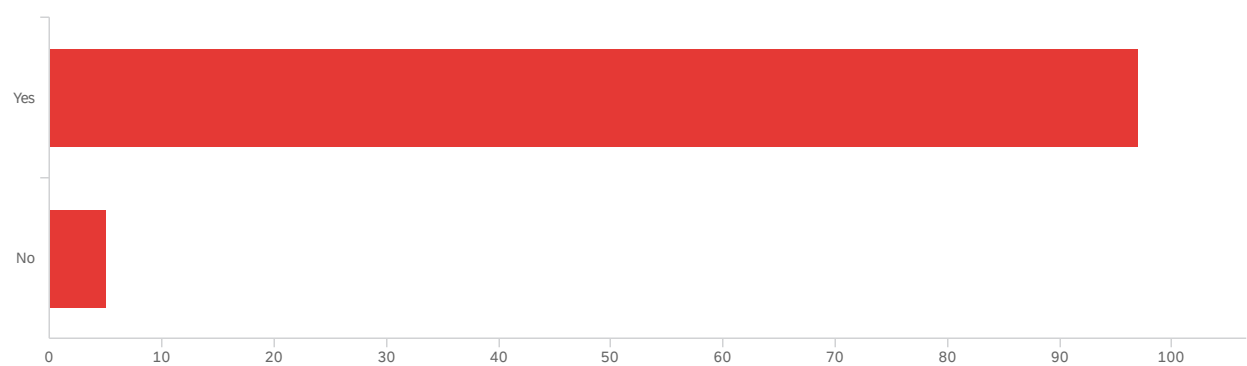
I follow people I know from home here at elon or if we have a lot of mutual followers I will let the follow me or if they go to elon or are from home.

if u know them or memes

based on if i know them or have mutual friends

Whether or not they post funny/interesting content

Q14 - Do you follow people that you do not personally know on social media?



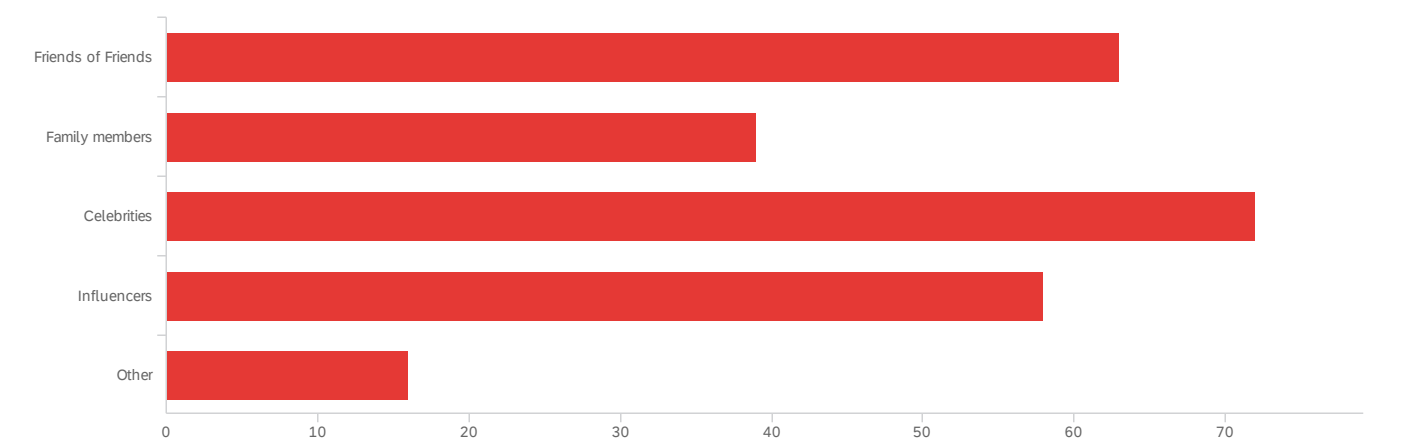
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you follow people that you do not personally know on social media?	1.00	2.00	1.05	0.22	0.05	102

#	Field	Choice	Count
1	Yes	95.10%	97
2	No	4.90%	5

102

Showing rows 1 - 3 of 3

Q15 - If so, who/what type of people? Check all that apply.



⚠
Data source misconfigured for this visualization.

#	Field	Choice Count
1	Friends of Friends	25.40% 63
2	Family members	15.73% 39
3	Celebrities	29.03% 72
4	Influencers	23.39% 58
5	Other	6.45% 16
		248

Showing rows 1 - 6 of 6

Q15_5_TEXT - Other

Other
industry professionals
Clothing brands
Activism accounts/ news platforms/ clothing brands
funny ppl on tiktok

Other

Gym workout people

Random people with viral videos

Like friends of friends and influencer type celebrities

Entrepreneurs, pages that are used to spread resources and information about topics I'm interested in

people that go to my school

Plant people, meme accounts, cooking materials

Journalists / small businesses / comedy accounts

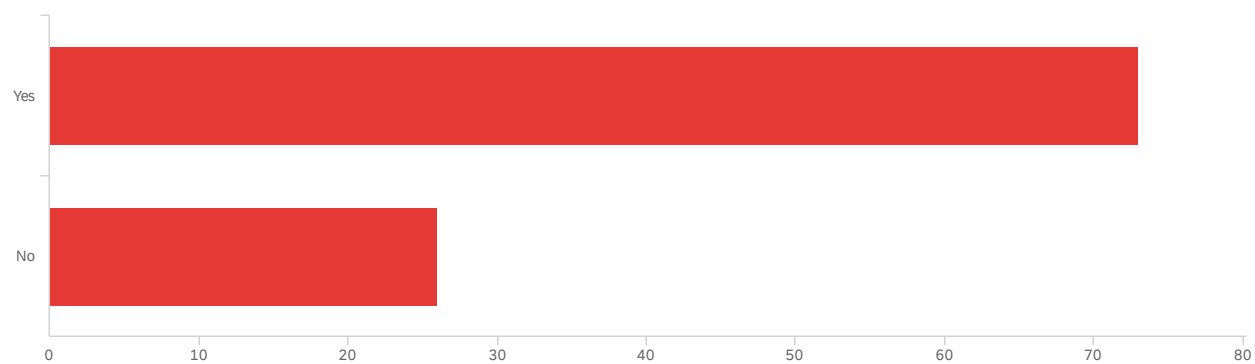
All of the above

News sources

Meme pages

I follow friends or friends, celebrities, some influencers

Q17 - Do you follow social media influencers?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you follow social media influencers?	1.00	2.00	1.26	0.44	0.19	99

#	Field	Choice Count
1	Yes	73.74% 73
2	No	26.26% 26

99

Showing rows 1 - 3 of 3

Q18 - What kind and why?

What kind and why?

Influencers who usually tag all the clothing they wear - for outfit ideas

Ones who live in my city. Most of them are leaders of political organizations whom I follow to stay on top of local issues.

Celebrities want to know more about their life

Beauty because I watch youtube

Youtubers if I like their content

Fitness influencers, fashion influencers

Some youtubers or reality tv stars because I like to see what their life is like on a daily basis.

Hot ones

I only follow podcasters I listen to or athletes I follow in their sport.

YouTubers/ fashion influencers to stay on top of trends

TikTok influencers because I find their lives so interesting and falsified.

Athletes mostly

Ones that post content that inspires me

Musicians to know when they release albums or new music

Beauty, fashion, travel, lifestyle

I enjoy what they post

Fashion fitness lifestyle and to get ideas and hear about new products

Fashion and models. because i like seeing their content it inspires me for outfit ideas and daily habits

Fashion influencers - I am into fashion

To see whats trending

fitness/travel/lifestyle bc their posts inspire me and give me ideas that i want to try in my own life

fashion influencers. i follow them because i aspire to one day work within that industry

What kind and why?

Mostly fashion influences. To see trends/ deals and new brands

I follow influencers too keep up with trends- not sure this is a good question

Mostly fashion influencers or health focused influencers because those are the things i am interested in

Body positive influencers

Work out influencers

style to get inspo

Clothing influencers, so I can see the new trends and clothes that I might like.

I follow mostly lifestyle and fitness influencers. I'm vegan and practice yoga, so several of the influencers I follow align with one of those interests. I'm really interested in health and fitness, so this type of content is relevant and sparks ideas for me.

fashion, food, beauty, fitness

some tiktok influencers and because i think their posts are fun/interesting

Lifestyle, because I like to see what they are posting about and what is trendy/get shopping links

fashion and lifestyle for inspiration

I follow meme page influencers because I find that humor content can be an uplifting side of social media

all kinds to keep up with info

Fashion influencers, comedy influencers

because they test new products

I want to know more content

I mostly follow influencers that have beauty tips, fashion tips, health tips, or something of the sort because I enjoy discovering what kind of products are out there (even if I do not purchase them), different fashion looks, and really anything that can elevate my overall physical and mental health.

Body positivity, make up artists, and cooks for inspiration

Like sports guys or successful entrepreneurs

fashion and lifestyle influencers, for inspiration

Fashion/lifestyle - I learned a lot about new trends/brands!

I usually only follow influencers that don't just take brand deals- but rather share what they use in their individual life. I tend to follow people I look up to or who inspire me so to watch what helps them or what they do, I feel like helps me solve/tackle problems I also may have.

What kind and why?

Health/wellness influencers because they remind me to take time to care of my mind and body

Usually females and comedians, because they entertain my short attention span

you tubers or social media stars (e.g. The Kardashians)

I only follow a select few influencers who also have YouTube channels. I like getting recommendations for products such as makeup or beauty items and clothing before I spend a lot of money on things.

Fitness because they give me inspiration for workouts

Comedy ones they are funny

Fashion/beauty influencers or comedians. They promote interesting/entertaining content and can give outfit ideas or introduce you to new products

Barely. Only follow certain celebrities on Instagram. On tiktok I follow some popular people on the app. But I would not call them influencers and don't post promotional content.

Music People and funny people.

Influencers for cities that I want to move to to learn more about the city

Youtubers because I like the vlog style video for lifestyle tips

Fitness to get motivation. Celebrities to see what luxurious life style they're living

Positivity and clothing or funny

Vloggers if I've seen funny videos that I like, or celebrities to keep up with them or see their funny videos

Mostly just the typical influencer

Fashion, Bc they are trendy

Funny ones

Finance and investing related for learning

Celebrities because I'm interested in their life

Fashion bloggers

People with families because i love kids

Fitness and nutrition. Those topics interest me.

Usually health and fitness but ones that are about authenticity

What kind and why?

fitness, food, lifestyle, fashion

I follow body builders on Instagram because sometimes they post useful information that is applicable to me.

Q19 - Why not?

Why not?

Waste of time

None of them are entertaining, or none that i've come across

Why would I. I don't care for the products they are trying to sell me.

I'm not interested

i refuse to give untalented/boring/fake ppl clout

They don't have content I care for.

I do not like the ads

because I dont want that follow to unfollow ratio

I don't think they are authentic.

I don't really care enough

No interest

they don't impress me and i feel like i see their posts anyway on the popular page or shared by others

no interest

I find it corny

I'm not interested in what they post

I don't really care what they have to say.

Not sure

Why would I?

Because they're mad annoying. Besides sommer ray she could get it

I am more interested in what people I know are doing

I don't think they add much to the world and I don't really enjoy making people who barely have any talent more famous.

They are boring

Why not?

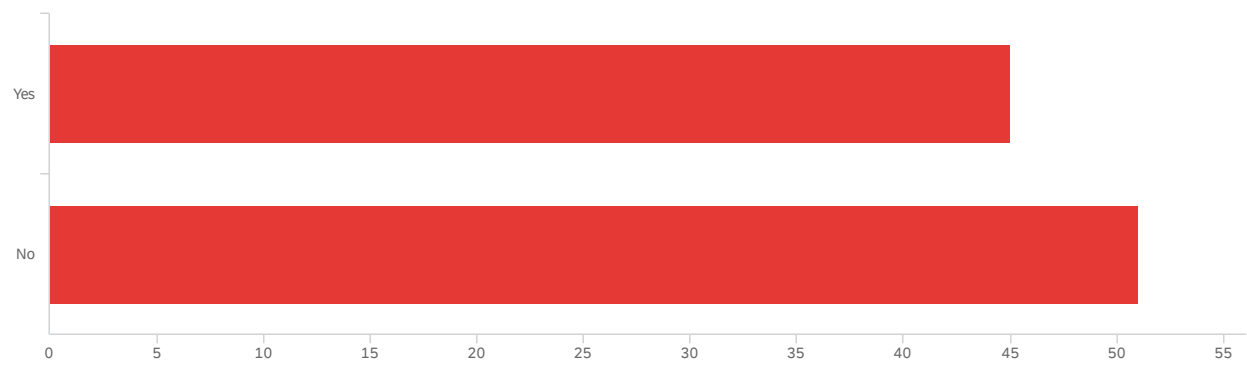
I think it's cheesy and I don't like that content

Most influencers I like are on YouTube and I personally feel like subscribing there is enough to stay updated on their content

I don't care about influencers

i don't care about them

Q20 - Have you ever purchased a product or service that was recommended to you by a social media influencer?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever purchased a product or service that was recommended to you by a social media influencer?	1.00	2.00	1.53	0.50	0.25	96

#	Field	Choice Count
1	Yes	46.88% 45
2	No	53.13% 51

96

Showing rows 1 - 3 of 3

Q21 - What was it and why?

What was it and why?

Sunglasses and makeup because they recommended it

I don't remember exactly but I probably bought it because it was claimed to be useful and make their lives easier

Probably shopping at a certain store or a beauty product Of some sort because they gave their opinion about it and I trust some of them.

A game headset.

I've bought clothing on Amazon that was recommended on tiktok if the person had a similar build or height to me.

Clothing because I liked the style and they had a discount code

Clothing

Lots of beauty products and clothing items

Fake nails

Skincare

I can't remember specifically but probably a clothing item

tinted face sunscreen, i ran out of foundation and ive been wanting to wear sunscreen more

clothing! i bought it because it fit my style and was something i wanted to represent

Loungewear. It was a brands that I didn't know of that got really good reviews and wasn't an ad

I purchased a workout band and plan from a health and fitness influencer that I follow

For the most part, I buy "fashionable" products or certain foods that are recommended because I want to see if I like them. I buy clothing items because I want to style them in my unique way.

Self tanning spray because It was cheap

I have bought different clothes and makeup since the influencers I follow have the same style as me, so I like the same type of items.

I've purchased many food items based off influencer recommendations, especially from Trader Joe's. I've also bought activewear and some Amazon items based off influencer content. If I genuinely trust the influencer and know that their approval is not solely based on a sponsorship, I'd consider buying the item if it is something I want/need.

food because it looked good

I purchased a game set from a meme page

What was it and why?

makeup and skincare

Makeup

hair shampoo and conditioner

leggings, cool boots. I wanted to have cool clothes too

Alani nu pre workout - it seemed like a good product

Balance athletica clothing. Originally followed because my cousin worked there and wanted to support the business. Now I love the whole brand and team. I have also bought resistance bands from grace Beverly - an influencer and now business woman whom I have followed for over 5 years who creates sustainable workout clothing and equipment. Supplements from a brand I've watched 3 influencers promote, however, I looked into the brand for months and months before deciding to buy.

a ring because it was affordable and sustainably made and cute

I recently bought a hair mask I saw on tik tok to try and make my hair curlier because i saw it really helped the tik toker.

I buy a lot of makeup products that are reviewed by influencers because I feel that I can gather more information before spending a lot.

A cookbook because it seemed cool

Skincare products. I find people who have similar skin problems as myself and if the product they recommend worked for them I consider buying

Clothes

I've purchased a few makeup products that I have seen before and influencers have confirmed their good reviews

Foundation because it was cheap and worked really well

Honey, it saves money when making online purchases

Clothes, exercise equipment, skin products, makeup

Clothes

Shirt, it was cute for my mom

A hoodie

A face cleansing brush from Vanity Planet. I wanted to improve my skincare routine and that seemed like a good addition

Makeup

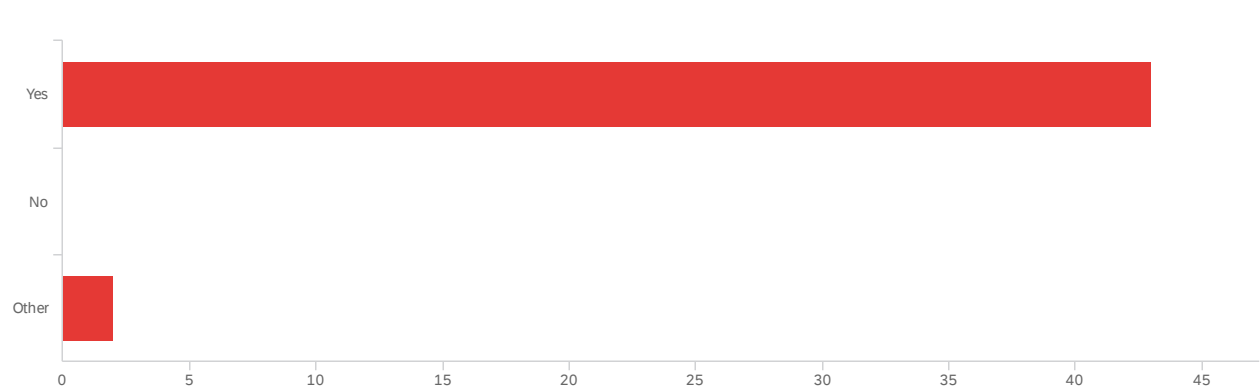
BITCOIN.

Various things

What was it and why?

Preworkout because they said it worked well

Q22 - Were you happy with your purchase?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Were you happy with your purchase? - Selected Choice	1.00	3.00	1.09	0.41	0.17	45

#	Field	Choice Count
1	Yes	95.56% 43
2	No	0.00% 0
3	Other	4.44% 2
		45

Showing rows 1 - 4 of 4

Q22_3_TEXT - Other

Other
idk lol
Ehh

Q23 - Why not?

Why not?

I don't follow any

Usually it's expensive

I've never had anything advertised to me that I want to buy.

because none have been recommended

I have no interest in garbage

Think it could be scam

Not interested

It's not a real review because they're paid

too expensive

Waste of money

They usually are sponsored, so just because an influencer is promoting a product does not mean the product is good, or works, or that they even like it.

I don't want my social media to only be about shopping

idk

I don't feel the need to buy anything I don't need.

I know they are only posting because they have to because they made money off the promotion

I don't follow them

Because I already know which products I like

Usually over priced

Don't follow that many people on Instagram

i don't shop online usually

don't follow them so i don't get recommendations

Don't believe they actually work. They get paid to advertise. They advertise what will aren't hem the most money not what works the best

Why not?

i never get around to it

i'm very good at saving my money

I am a broke college student lol. Also because sometimes it is obvious when what they are posting is an ad/fake

Because I am more careful about spending money on things I do not need

I'd rather save my money, and I don't usually trust others that are getting paid to market to me

Wasn't interested

I do not like changing up the products I use on my hair and/or face, but I enjoy seeing the benefits that other products can offer to other people. Also, I feel like a lot of the time the products/services that influencers are promoting are too overpriced/overrated or simply out of the price range I am willing to pay for things.

I would rather try it out first then buy it right off the bat

NA

I do not follow influencers

I assume it's a scam.

I don't trust influencers

Not sure

Don't trust it

Broke

That's wack

Because I don't trust people who are being paid to sell something.

Rather get a recommendation from someone I know for a new product and can ask unbiased questions

I like to buy things in person.

Sketchy

I just haven't seen anything worth buying

Because I don't trust them

I am brokeee

Why not?

...

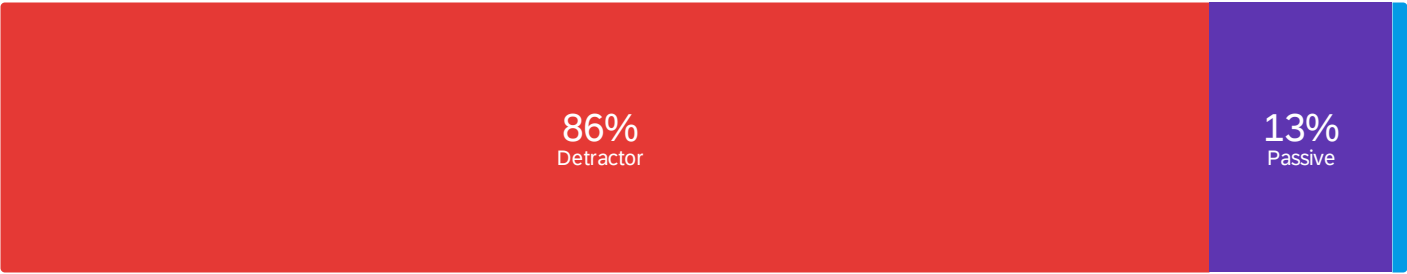
I don't care about that and I am broke

Worried it's a scam or it's just not something I need

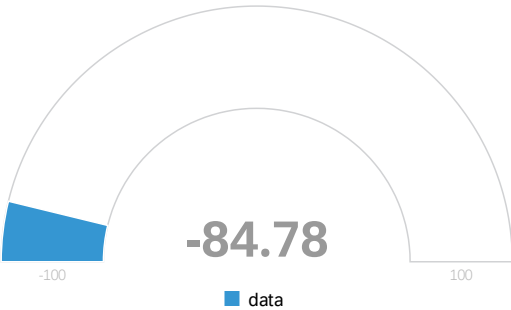
i don't need it

I'm broke

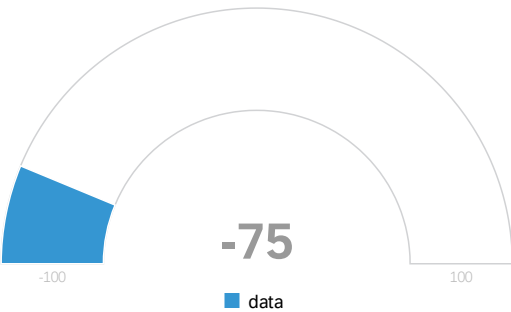
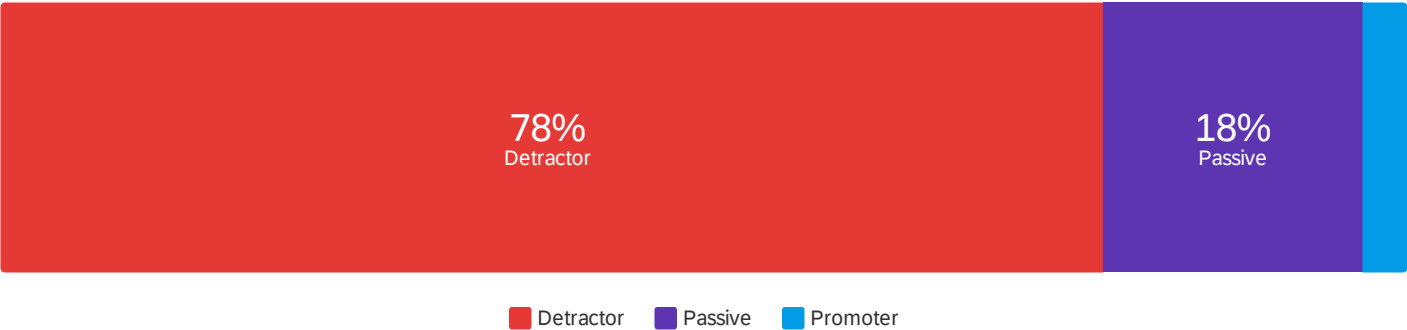
Q24 - On a scale from 0-10, how likely are you to purchase a product or service recommended to you by a paid influencer?



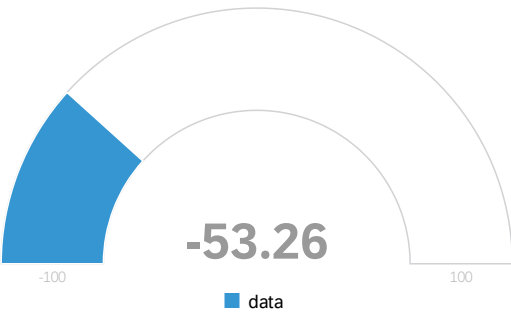
Detractor Passive Promoter



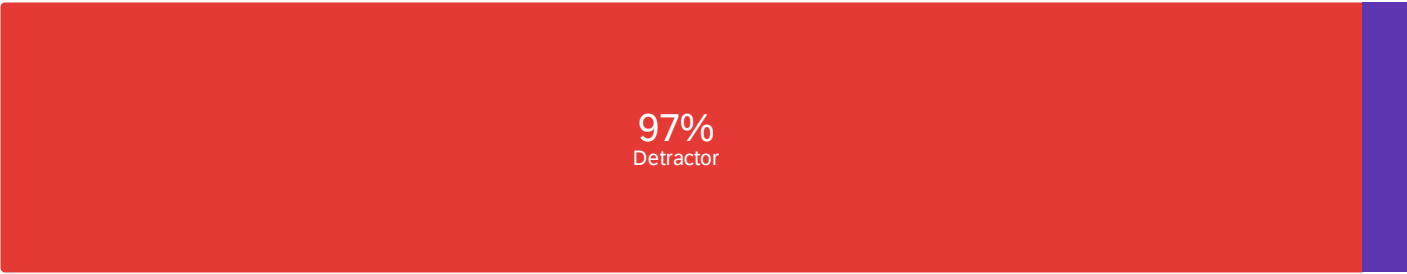
Q25 - On a scale from 0-10, how likely are you to recommend a product or service to a peer or relative because of a paid influencer?



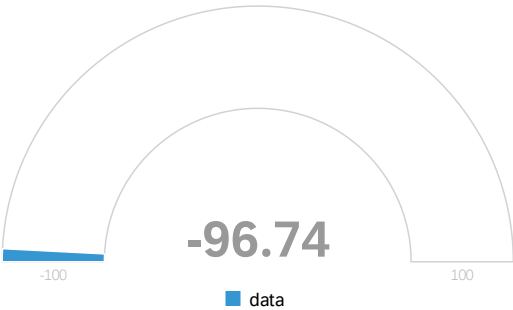
Q26 - On a scale from 0-10, how likely are you to be more hesitant of a product or service because they pay to sponsor an influencer?



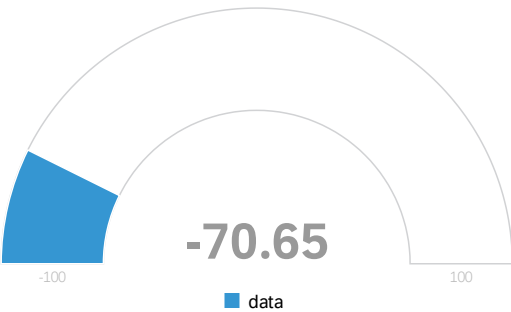
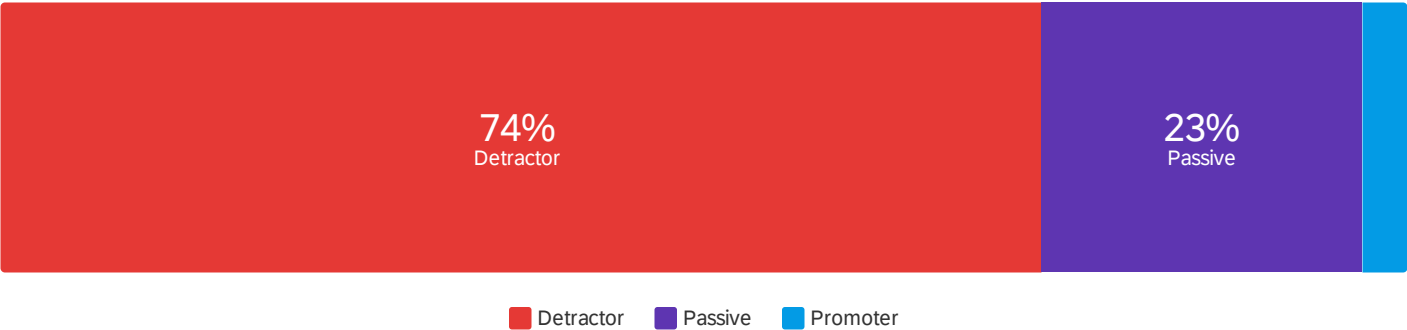
Q27 - On a scale from 0-10, how likely are you to stop using a product or service because they pay to sponsor an influencer?



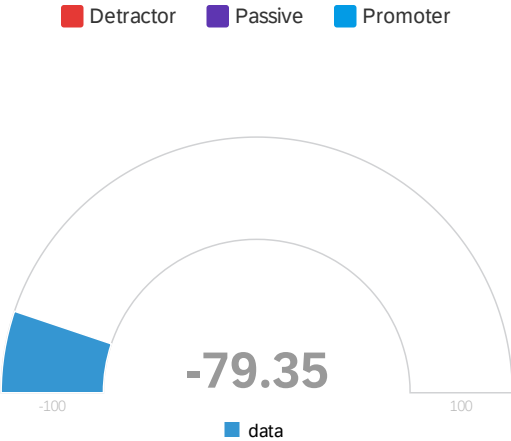
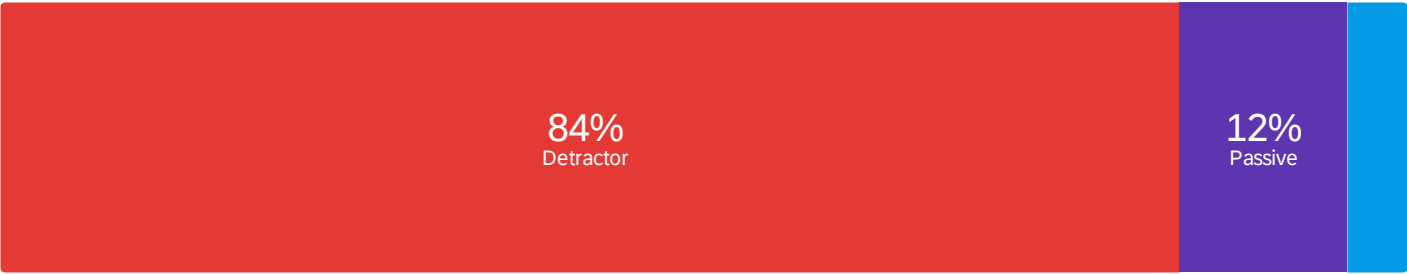
■ Detractor ■ Passive ■ Promoter



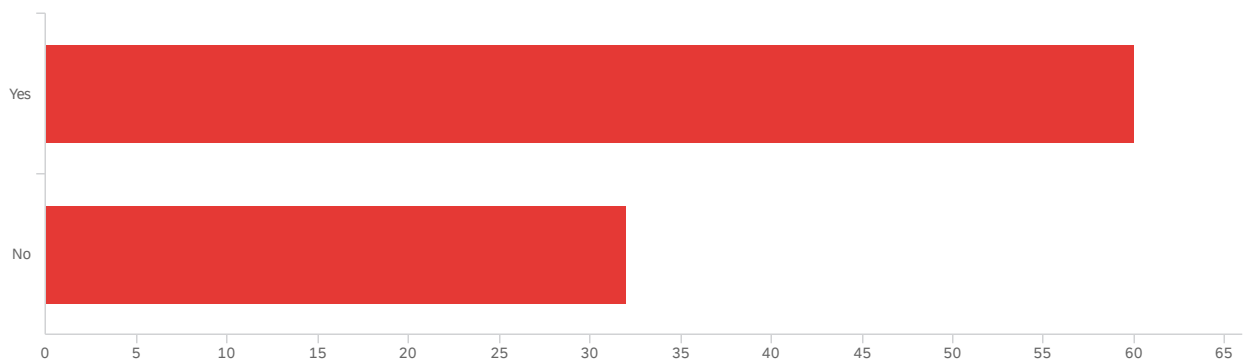
Q28 - On a scale from 0-10, how likely are you to follow an influencer because they use a product or service you do or like?



Q29 - On a scale from 0-10, how likely are you to unfollow an influencer if they use a product or service that you do not like?



Q31 - Have you ever purchased a product or service because it went viral on the internet?

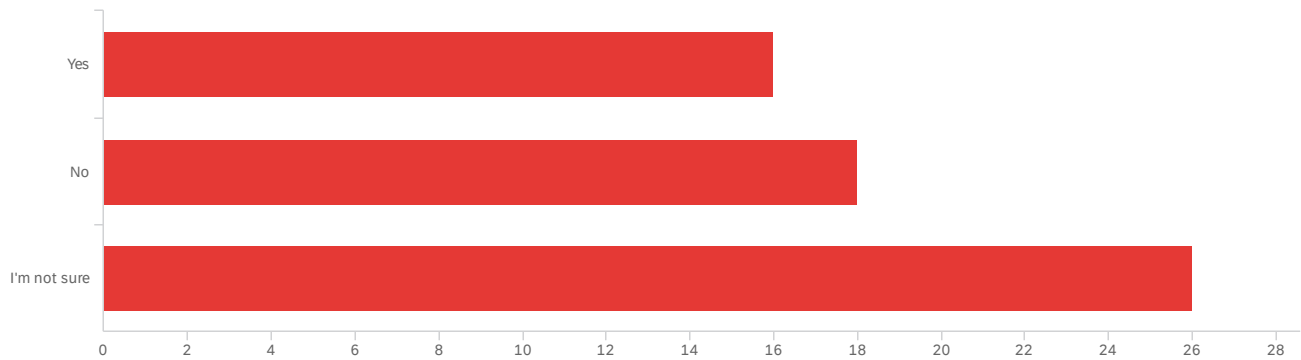


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever purchased a product or service because it went viral on the internet?	1.00	2.00	1.35	0.48	0.23	92

#	Field	Choice Count
1	Yes	65.22% 60
2	No	34.78% 32
		92

Showing rows 1 - 3 of 3

Q32 - Do you think you would have bought the same product if it were advertised to you by a paid social media influencer?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you think you would have bought the same product if it were advertised to you by a paid social media influencer?	1.00	3.00	2.17	0.82	0.67	60

#	Field	Choice Count
1	Yes	26.67% 16
2	No	30.00% 18
3	I'm not sure	43.33% 26
		60

Showing rows 1 - 4 of 4

Q33 - Why?

Why?

Well if i bought it in the first place it was because i wanted it. Whether i saw it from an ad or an influencer i'd buy it if i wanted it

If I like the product will buy

Trust their opinion and they usually demonstrate the product

Because of TikTok I have bought so many food products or beauty products just because I've seen other people try it and like it or have results that work for them.

Because they we're persuasive and appeared as though they also enjoyed the product

N/a

I trust them

i trust the influencers i follow as i would a friend

I think social media influencers are what make products go viral so I think the two almost go hand in hand

If they showed a real video of them using that product and it worked I would possibly purchase it

I trust that influencers have enough autonomy to only sell what they stand for

If it's something I truly want I don't care who is advertising it

Just into the product, regardless of the medium

The people I follow post only what they like which means it's more likely to be credible

Because there was a reason I bought the product on the first place.

it's good

Q34 - Why not?

Why not?

Because they weren't paid

My friends and the popularity determine mostly what I'll buy.

N/A

Because if it goes viral it means people are not getting paid to advertise it so the quality of the product must be better

more people are more credible than one sponsored person

I feel like I trust when products go viral on their own on social media it is more trustworthy since people aren't getting paid to like them. Especially not tik tok when trends pick up quickly

I think when more people are using the product and not being paid by the company it comes off as more authentic.

Wouldn't seem genuine

They are getting paid, not because they like the product

I'm not sure if I should believe influencers

For some reason, I trust viral trends of products/services rather than the word of a paid influencer.

multiple reviews are better than one

because influencers have something to gain by promoting a product but the general public doesn't have anything to gain by recommending it.

If so many people are backing a product I think it has a higher chance of working out

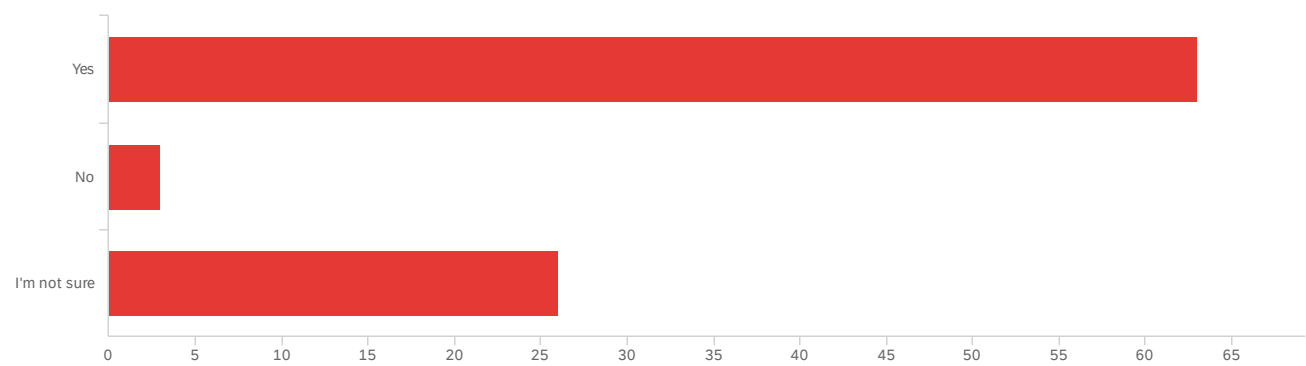
Idk

I buy things that I enjoy not what influencers like.

I have bought items that trend on tik tok because people who are not paid will post an honest review. I do a lot of research before I buy it I dont just trust influencers.

It was a dupe to a nice company's clothes

Q55 - Would you have bought the product if it was recommended by a peer or relative?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Would you have bought the product if it was recommended by a peer or relative?	1.00	3.00	1.60	0.90	0.81	92

#	Field	Choice Count
1	Yes	68.48% 63
2	No	3.26% 3
3	I'm not sure	28.26% 26
		92

Showing rows 1 - 4 of 4

Q56 - Why?

Why?

My friends are similar to me, so if they like it, I might like it.

same reason

Trusted person

Trust their opinion, can see it in person

I trust their opinion

i trust people that value opinions

I trust my peers more than influencers.

Sometimes I trust my friends and other peoples opinions above my own even though I know I shouldn't

I have common interests with my friends and family.

I trust my peers and relatives.

I trust the opinion if unbiased friends and family

I trust family and peers more because they know me better and they are not being paid to promote it.

N/a

Cause I trust them

I trust them

Bc I trust them and feel like if it works for them it could work for me

Because it's someone I trust who isn't being paid to tell me to buy it

Because i value their opinion more. I know it's more genuine and i can ask questions about it

Because they have my best interest and they do not benefit from advising me to buy a product

More trustworthy

i trust them

I trust them more to have an honest opinion

Why?

I also trust their opinion and would be able to ask them questions to gauge the product

I trust my friends or relatives opinions and recommendations more than a paid influencer.

I trust my friends and peers advice because i know it's unbiased

I trust them

my peer or relative isn't being paid to tell me so the recommendation is more honest

Because they know me personally and what I enjoy

I trust my peers and relatives perspectives but also sort of "trust" when something goes viral. If so many people swear by the product, I tend to believe in these reviews.

because I trust them

A better relationship with trust in it

Trust

I trust their opinions

The opinions of people you trust have great swaying power

I trust people who are not being paid to say things

I trust the people around me!

I've never bought a viral product.

I trust them.

I trust other people's opinions and like to see that they enjoyed their experience enough to recommend it

I trust my personal relations more

I only buy things I want and use influencer reviews as second or third opinions. I would trust family or friends more.

Because I feel the review from someone I know is more honest and reliable

I trust their opinions

Idk

I trust my friends

I trust the people that I know and who know me to recommend me things

Why?

If I trusted them then yes

I trust my friends/relatives to recommend good products

Previous answer about asking questions applies.

I trust peers and relatives the most

If I want it, it doesn't matter

they have no reason to lie.

I trust their opinion

Because I identify with a close friend or relative, just like I like an influencer if I can identify with them

Interested in the product

If I trust them

Because i trust them

Trust their opinions

Because I liked the product.

...

More trustworthy since I know them. They also spent their own money on it no one is paying them to tell me it's a good product

i trust them

Q57 - Why not?

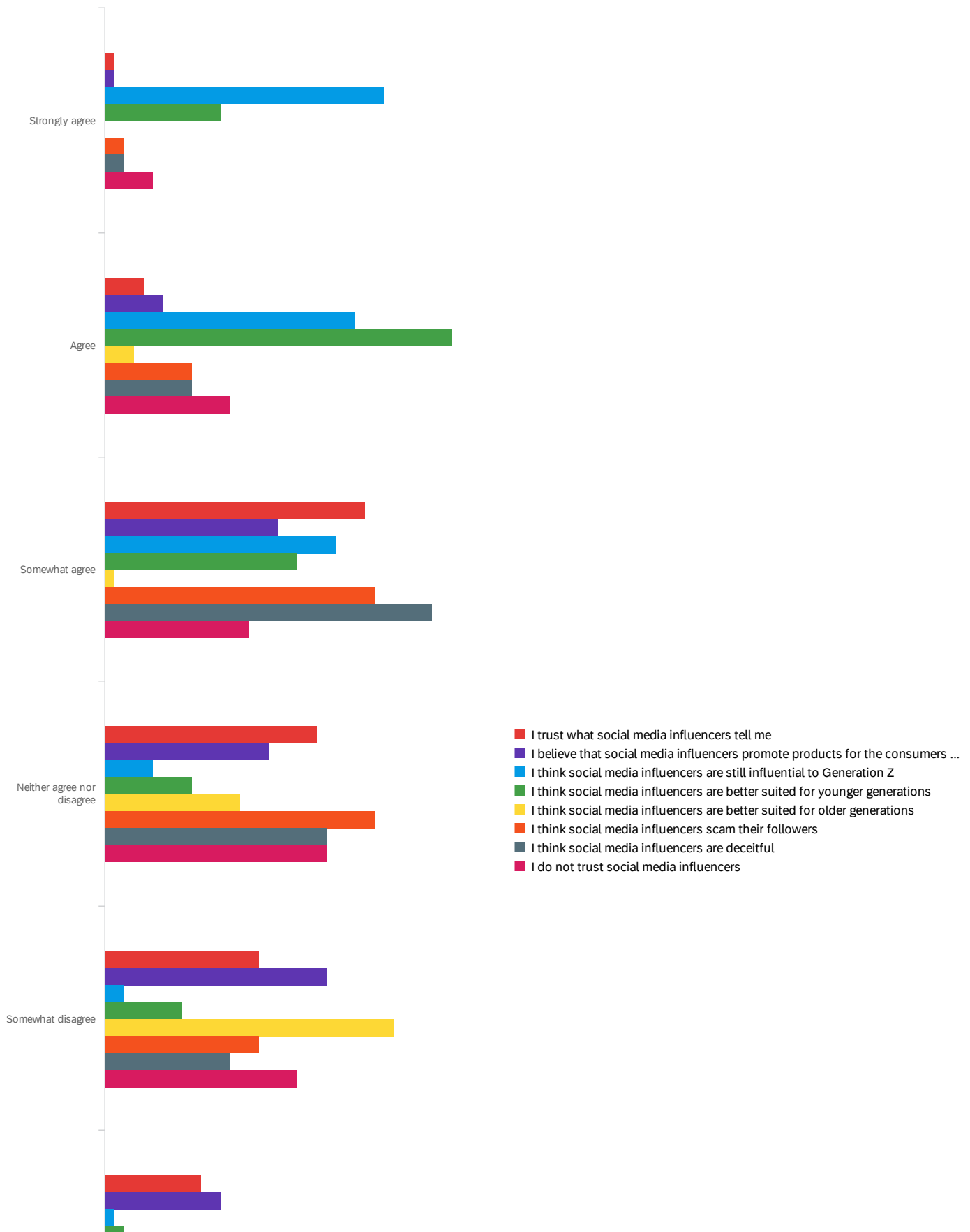
Why not?

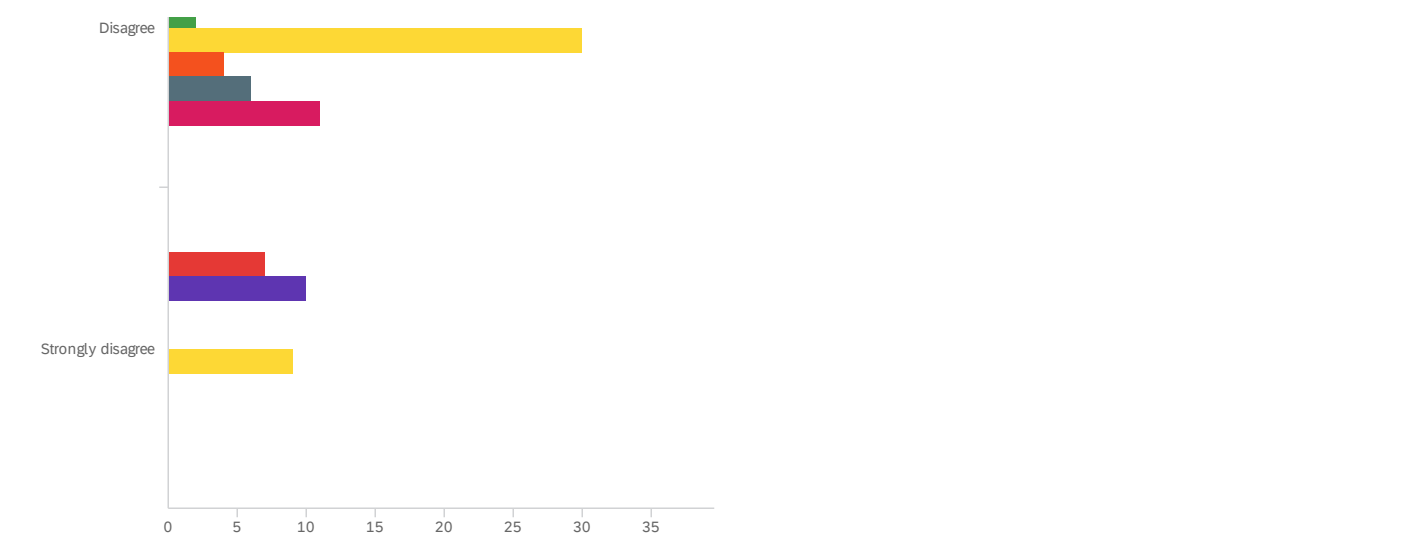
Depends if they were hot

Because I know it is a fad

Didn't buy it in the first place.

Q53 - Please answer the following to the best of your ability





#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I trust what social media influencers tell me	9.00	15.00	12.22	1.38	1.92	87
2	I believe that social media influencers promote products for the consumers benefit	9.00	15.00	12.51	1.48	2.18	87
3	I think social media influencers are still influential to Generation Z	9.00	14.00	10.17	1.10	1.20	87
4	I think social media influencers are better suited for younger generations	9.00	14.00	10.67	1.24	1.53	87
5	I think social media influencers are better suited for older generations	10.00	15.00	13.26	1.10	1.21	87
6	I think social media influencers scam their followers	9.00	14.00	11.68	1.10	1.21	87
7	I think social media influencers are deceitful	9.00	14.00	11.62	1.14	1.29	87
8	I do not trust social media influencers	9.00	14.00	11.84	1.41	2.00	87

#	Field	Strongly agree		Agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Disagree		Strongly disagree	
1	I trust what social media influencers tell me	1.15%	1	4.60%	4	31.03%	27	25.29%	22	18.39%	16	11.49%	10	8.05%	7
2	I believe that social media influencers promote products for the consumers benefit	1.15%	1	6.90%	6	20.69%	18	19.54%	17	26.44%	23	13.79%	12	11.49%	10

#	Field	Strongly agree		Agree		Somewhat agree		Neither agree nor disagree		Somewhat disagree		Disagree		Strongly disagree	
3	I think social media influencers are still influential to Generation Z	33.33%	29	29.89%	26	27.59%	24	5.75%	5	2.30%	2	1.15%	1	0.00%	0
4	I think social media influencers are better suited for younger generations	13.79%	12	41.38%	36	22.99%	20	10.34%	9	9.20%	8	2.30%	2	0.00%	0
5	I think social media influencers are better suited for older generations	0.00%	0	3.45%	3	1.15%	1	16.09%	14	34.48%	30	34.48%	30	10.34%	9
6	I think social media influencers scam their followers	2.30%	2	10.34%	9	32.18%	28	32.18%	28	18.39%	16	4.60%	4	0.00%	0
7	I think social media influencers are deceitful	2.30%	2	10.34%	9	39.08%	34	26.44%	23	14.94%	13	6.90%	6	0.00%	0
8	I do not trust social media influencers	5.75%	5	14.94%	13	17.24%	15	26.44%	23	22.99%	20	12.64%	11	0.00%	0

Showing rows 1 - 8 of 8

Q51 - Any other thoughts on social media influencers?

Any other thoughts on social media influencers?

Nope :)

Bad

Nope!

Good for marketing cause they usually have strong loyal follower bases

Not harmful but contribute nothing of value.

Some of them are hot

No

You can tell when an influencer genuinely enjoys or uses the products they are promoting for the most part. Sometimes when they do a brand deal or sponsorship with a company that does that align at all with the influencer's brand identity, it becomes clear that they are only in it for the money.

I think it depends on the influencer. Some people will promote anything, but other influencers I follow only promote brands they actually use so I trust them more.

No

Nope, but this survey has provided great perspective!

nope

I think it really depends on the history and past of the influencer. There are some I would never believe and there are more that come off more authentic. For example, for some reason I would trust Emma Chamberlain. I think she is a really authentic influencer and has always come off that way. On the other hand, I probably wouldn't buy something that Alexis Ren recommended to me because she does not come off as authentic.

nope

I think influencers can be very influential and if they use their platform correctly they can definitely be trustworthy. I just get turned off when influencers promote too many of the same type of product (because clearly they can't have that many "favorites") or if they product doesn't really align with their brand. I really like the influencer Tinx, because whenever she promotes something she is EXTREMELY transparent about whether or not she is being paid, which I really admire and therefore makes me trust her opinion more.

N/A

no

Not rly

N/A

I think they will sell whatever they're paid to sell.

Any other thoughts on social media influencers?

I think that if you follow people that have a history of being genuine than you can trust them and their reviews. But I think it quickly becomes a less trustworthy influence if they are constantly doing promotions from competing or different companies. To me that screams that they are not truly advocating for what they are using but are instead just trying to push a product.

Some influencers have legitimacy in what they promote for example if they have a degree in nutrition I would trust a snack they promote but if a random insta model promotes a snack i am more skeptical because they know nothing about food and would probably promote anything for a quick buck

They icky

No

No

They're lazy af and should get a real job

Boo

Gotta do what you gotta do for a check

No

No

No

The most effective marketing in comparison to celebrities and regular advertising unless the regular advertisement is unique and extremely creative which is hard to do nowadays

None

I think a lot of them just do it for the money but if the product was really bad then it reflects poorly on them so I don't think they would represent really bad products.

I think their very smart in the way that they build their brand

No

I just don't love them

i like them if they're funny

I think there is a wide variety of influencers and the most successful tend to be more like able and in turn more trustworthy

End of Report

