

LEVEL 1 THEME		LEVEL 2 THEME	DEFINITION
1	General Social Media Usage	Compare ads among social media platforms	Statements regarding comparing ads among social media platforms (e.g., assessments of ad quality, ad frequency, and relevance of ads to their interests).
		Use social media platforms as search tools before purchase	Statements regarding using social media platforms as search tools before purchase (e.g., review different opinions, narrow down product choices, get inspirations on gifts).
2	Perception of Platform Ads	Platform ads are useful and beneficial	Statements regarding perceiving platform ads as useful and beneficial.
		Grow up in an era dominated by ads	Statements regarding the tolerance of platform ads since participants grow up in an era dominated by ads.
		Platform ads are easy to skip or ignore	Statements regarding the tolerance of platform ads since they are easy to skip or ignore.
3	Experience with Platform Ads	More related ads after clicking on one	Statements regarding experiencing more related ads after clicking on one.
		Influenced by cheap price/discount in ads	Statements regarding the purchase decisions were influenced by the cheap price/discount in ads.
		Influenced by the repeated occurrence of ads	Statements regarding the purchase decisions were influenced by the repeated occurrence of ads.
4	Perception of Influencer Ads	More tailored to interests than platform ads	Statements regarding that influencer ads are perceived as more tailored to interests than platform ads.
		More engaging than platform ads	Statements regarding that influencer ads are perceived to be more engaging than platform ads.
		Misleading	Statements regarding that influencer ads can be perceived as misleading.
		Skeptical to the authenticity of product endorsed	Statements regarding the skepticism about the authenticity of the product endorsed in influencer ads.
		Distrust in the nature of sponsorship	Statements regarding a distrust in the nature of sponsorship in influencer ads.
		Treat all product-related video content as ad	Statements regarding that participants tend to treat all product-related video content as an ad.
		Monetary incentives make influencers compromise credibility	Statements regarding that monetary incentives can make influencers compromise their credibility when endorsing products.
		Convincing and enticing	Statements regarding that influencer ads are perceived as convincing and enticing.
5	Experience with Influencer Ads	Consider recommendations from familiar influencers	Statements regarding that participants tend to consider recommendations from familiar influencers.
		Skip ads with no content to the video	Statements regarding participants' behavior on skipping the ads that are irrelevant to the influencer video.
		Feel deceived upon realizing videos as ads	Statements regarding participants feel deceived upon realizing the influencer videos as ads.
		Influenced by compelling narrative and demonstrated effects	Statements regarding the purchase decisions were influenced by compelling narrative and demonstrated effects in influencer ads.

6	Issues on Current Disclosures	Lack of explicit and uniform disclosure	Statements regarding current ad disclosures lack explicit and uniform format and often blend with lengthy texts in video descriptions.
		Limited comprehension of self-disclosure practices	Statements regarding participants' limited comprehension of current self-disclosure practices.
7	Attitude to Data Collection	Aware of data collection	Direct and indirect statements indicating participants' awareness of data collection.
		Inability to control the data collection	Statements regarding that participants think they are unable to control data collection.
		Benefits of data collection outweigh concerns	Statements regarding that participants think the benefits of data collection outweigh its concerns.
		Interest to adjust the data collected for more relevant ads	Statements regarding participants' interest in adjusting the type of data collected to receive more relevant ads.
8	Understanding of Data Collection	Collect by clicks and searches	Statements regarding that participants think the data is collected by clicks and searches.
		Collect by cookies	Statements regarding that participants think the data is collected by cookies.
		Collect from family members	Statements regarding that participants think the data is collected from (algorithm inferred) family members.
		Collect only from its own platform	Statements regarding that participants think the data is only collected from the platform itself.
		Platforms share and sell data without consent	Statements regarding that participants think the data is shared and sold by platforms without user consent.
		Share data with merchants for influencer selection	Statements regarding that participants think platforms share data with merchants to assist in selecting appropriate influencers to collaborate.
9	Identify Influencer Ads	Video title	Statements regarding that participants identify influencer ads by looking at video titles.
		Language used by influencers	Statements regarding that participants identify influencer ads from the language used by influencers.
		Tone used by influencers	Statements regarding that participants identify influencer ads from the tone used by influencers.
		Prompted actions on audiences from influencers	Statements regarding that participants identify influencer ads from some actions prompted by influencers toward the audiences.
		Presense of elements in the video/post	Statements regarding that participants identify influencer ads from some elements in the videos/posts (e.g., product links, shopping cart icons).
		Presence of negative feedback from influencers	Statements regarding that participants identify influencer ads from whether the influencers mentioned negative feedback in the videos/posts.
		Different from familiar influencers' ordinary videos	Statements regarding that participants identify influencer ads from whether their familiar influencers are different from their ordinary videos.

10	Manage Ads on Social Media	Scroll past or ignore ads	Statements regarding participants scrolling past or ignoring ads to intervene in the ad occurrence.
		Skip or fast-forward ads	Statements regarding participants skipping or fast-forwarding ads to intervene in the ad occurrence.
		Block ad keywords	Statements regarding participants blocking ad keywords to intervene in the ad occurrence.
		Block ad senders	Statements regarding participants blocking ad senders to intervene in the ad occurrence.
		Manipulate click behavior	Statements regarding participants manipulating click behavior to intervene in the ad occurrence (e.g., avoid clicking to reduce occurrence, click to increase occurrence).
		Leave the platform or the ad source	Statements regarding participants leaving the platform or the ad source to deal with the ad occurrence.
		Stop following influencers with surplus ads	Statements regarding participants stopping following influencers with surplus ads to deal with the ad occurrence.
11	Issues on Ad Preference Page	Not easily access from platform interface	Statements regarding the ad preference page is not easily access from the platform interface.
		Lack of reminders to the page	Statements regarding the lack of reminders to the ad preference page.
		Lack of instructions for navigation	Statements regarding the lack of instructions that help navigation through the ad preference page.
		Lack of explanations on management methods	Statements regarding the lack of explanations that help understand management methods on the ad preference page.
		Lack of explanations on functions	Statements regarding the lack of explanations that help understand functions on the ad preference page.
		Low legibility on font size	Statements regarding the low legibility of the font size on the ad preference page.
		Lack of consistent and clear manifestation	Statements regarding the lack of consistent and clear manifestation among each section on the ad preference page.
		Decorative elements lead to confusion	Statements regarding the confusion led by the decorative elements on the ad preference page.
12	Suggestions on Ads and Data Control	Regular reminders to review and update settings	Statements regarding the suggestion of regular reminders to review and update settings related to data and ad control.
		Insufficient options for ad customization	Statements regarding the insufficient options for ad customization on the ad preference page (e.g., only be able to remove categories but cannot add new ones, only be able to indicate "see less" or "no preference" but cannot "see more").
		Ad frequency control for certain period	Statements regarding the suggestion of controls to adjust ad frequency for a certain period.
		Ad self-disclosure more intuitive and unified	Statements regarding the suggestion that the content of ad self-disclosures should be more intuitive and the format should be more unified.

		Platform disclosure more conspicuous and enduring	Statements regarding the suggestion that the platform disclosures should be more conspicuous and enduring (e.g., increase font size, remain visible throughout the video, relocate to the video title)
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