

info

### **Participant Information Sheet: Online political adverts survey**

This research is funded by the Leverhulme Trust and led by the Department of Politics and International Relations at the University of Sheffield. This study has been approved by the University of Sheffield's Ethics Review Committee. Before you decide to take part in this study, please read carefully the following information. Please contact us if there is anything that is not clear or if you would like more information.

#### **About This Survey**

Our research investigates how individuals perceive political adverts. We are looking for general adult internet users based in the UK to answer a survey. In the survey, we ask questions about your demographics, online experience, beliefs in democracy and perceptions of political advertising. The survey should take no more than 30 minutes to complete.

#### **Voluntary Participation**

It is your decision to take part or not. By clicking the option below, you indicate that you give consent. You can withdraw at any time by simply closing your browser. You do not have to give a reason. Your responses are anonymous, meaning that after you have submitted your responses, we are unable to identify and remove specific response items or withdraw your data from the study.

#### **Your Data**

The data we obtain from you does not include identifiable information and will be stored in an anonymised form. Results of the research will be published in academic journals. You will not be identified in any report or publication. At the end of the study, this survey data will be made into "Open Data" and stored in an online database for public access.

#### **What is Open Data?**

Open data means that data are made available and free of charge to anyone interested in the research, or who wish to conduct their own analysis of the data. We will therefore have no control over how these data are used. However, as all data are anonymised, it is not possible to identify any personal information.

#### **Why Open Data?**

Establishing an open access to research data and findings is considered an optimal scientific practice and required by many funding bodies and academic journals. As a large proportion of research is publicly funded, the outcomes of the research are expected to be made publicly available. Sharing data helps to maximise the impact of investment through wider use and encourages new avenues of research.

☐ I have read and understood the above information.

**consent****Participant Consent Form: Online political adverts survey****1. Taking part in the project**

I have read the study information.

I understand that my participation is voluntary and that I can withdraw from the study at any time by simply closing my browser without giving any reasons. I understand that once I submit my survey response I can no longer withdraw from the study.

**2. Data use**

I understand that my responses will be anonymous and can be used for publications, reports, and other research outputs.

I agree that the data collected from me as part of the study will be anonymised, and that after the study will be made open access. I understand that this means the anonymised data will be publicly available and may be used for purposes not related to this study, and it will not be possible to identify me from these data.

Thank you for your participation in our study. If you have any questions, please contact Dr Tom Stafford of our research team by emailing [t.stafford@sheffield.ac.uk](mailto:t.stafford@sheffield.ac.uk). If you would like to raise any concerns about the project then please contact the head of the Department of Politics and International Relations, Professor Ruth Blakeley by emailing [r.blakeley@sheffield.ac.uk](mailto:r.blakeley@sheffield.ac.uk).

☐ I understand that by continuing to the survey I have read and agree to all the statements above.

**Block 5**

This survey consists of around 44 multiple choice questions. In the first section, you will see a total of 4 ads and need to answer a few questions after seeing each ad. Please read each ad carefully.

Please note, it is just an image being displayed or a screenshot of a video. There are no videos to play.

**experimental block**

\$. The ad below appeared in the Facebook feed of some UK voters in April 2021. Please have a look and answer the questions below.

image\_placeholder}

Would you say this advert was **legal**?

1 definitely yes 2 moderately yes 3 slightly yes 4 slightly no 5 moderately no 6 definitely no I can't say

Would you say this advert was **decent**?

1 definitely yes 2 moderately yes 3 slightly yes 4 slightly no 5 moderately no 6 definitely no I can't say

Would you say this advert was **honest**?

1 definitely yes 2 moderately yes 3 slightly yes 4 slightly no 5 moderately no 6 definitely no I can't say

Would you say this advert was **truthful**?

1 definitely yes 2 moderately yes 3 slightly yes 4 slightly no 5 moderately no 6 definitely no I can't say

Do you find the content of this advert acceptable?

1 definitely yes 2 moderately yes 3 slightly yes 4 slightly no 5 moderately no 6 definitely no

$\text{\$}\{\text{Im://CurrentLoopNumber}\}$ . The ad below appeared in the Facebook feed of some UK voters in April 2021. Please have a look and answer the questions below.

image\_placeholder}

If you found the content of the advert unacceptable, why was that (tick your top 3 reasons)?

- |   |  |
|---|--|
| <input type="checkbox"/> I dislike all political ads                          | <input type="checkbox"/> It is offensive   |
| <input type="checkbox"/> I dislike this political group/person                | <input type="checkbox"/> It is aggressive  |
| <input type="checkbox"/> I don't agree with this advert                       | <input type="checkbox"/> It is divisive  |
| <input type="checkbox"/> This topic is unacceptable for political campaigning | <input type="checkbox"/> It is immoral   |
| <input type="checkbox"/> Political adverts can never be trusted               | <input type="checkbox"/> It is toxic   |
| <input type="checkbox"/> It is inaccurate                                     | <input type="checkbox"/> It is fear-mongering                                      |
| <input type="checkbox"/> It is unconstructive                                 | <input type="checkbox"/> It is irritating  |
| <input type="checkbox"/> It is manipulative                                   | <input type="checkbox"/> It is boring  |
| <input type="checkbox"/> It is harmful  | <input type="checkbox"/> It plays on your emotions                                 |
| <input type="checkbox"/> It is misleading                                     | <input type="checkbox"/> Unclear who placed this advert                            |
| <input type="checkbox"/> It has little substance                              | <input type="checkbox"/> Unclear who paid for this advert                          |
| <input type="checkbox"/> It is socially irresponsible                         | <input type="checkbox"/> Unclear why I am seeing this advert                       |
| <input type="checkbox"/> It makes a bad argument                              | <input type="checkbox"/> Unclear what data about me was used to target this advert |
| <input type="checkbox"/> It is sensationalist                                 | <input type="checkbox"/> Unclear this advert was independently fact checked        |

Other, please specify

☐

If you found the content of the advert acceptable, why was that (tick your top 3 reasons)?

- |   |   |
|---|---|
| <input type="checkbox"/> I like all political ads                           | <input type="checkbox"/> It is respectful   |
| <input type="checkbox"/> I like this political group/person                 | <input type="checkbox"/> It is peaceful   |
| <input type="checkbox"/> I agree with this advert                           | <input type="checkbox"/> It is unifying   |
| <input type="checkbox"/> This topic is acceptable for political campaigning | <input type="checkbox"/> It is moral  |
| <input type="checkbox"/> Political adverts can be trusted                   | <input type="checkbox"/> It is non-toxic  |
| <input type="checkbox"/> It is accurate                                     | <input type="checkbox"/> It is reassuring   |
| <input type="checkbox"/> It is constructive                                 | <input type="checkbox"/> It is pleasing   |
| <input type="checkbox"/> It is ingenuous                                    | <input type="checkbox"/> It is entertaining   |
| <input type="checkbox"/> It is unharmed                                     | <input type="checkbox"/> It doesn't play on your emotions                                       |
| <input type="checkbox"/> It is truthful                                     | <input type="checkbox"/> It is clear who placed this advert                                     |
| <input type="checkbox"/> It has a lot of substance                          | <input type="checkbox"/> It is clear who paid for this advert                                   |
| <input type="checkbox"/> It is socially responsible                         | <input type="checkbox"/> It is clear why I am seeing this advert                                |
| <input type="checkbox"/> It makes a good argument                           | <input type="checkbox"/> It is clear what data about me was used to target the political advert |
| <input type="checkbox"/> It is unexaggerated                                | <input type="checkbox"/> It is clear this political advert was independently fact checked       |

Other, please specify

☐ 

Do you think it is clear that this advert is *political*?

- ☐ Yes  
☐ No  
☐ Not sure

### Demographics & attitudes

In which year were you born?

What is your gender?

- ☐ Male
- ☐ Female
- ☐  Other
- ☐ Prefer not to say

What is the highest educational or work-related qualification you have, or are working towards?

- ☐ Postgraduate (e.g. M.Sc, Ph.D)
- ☐ Undergraduate University (e.g. BA, B.Sc, B.Ed)
- ☐ A-level, or equivalent
- ☐ GCSE level, or equivalent
- ☐ No formal qualifications
- ☐  Other, please specify:

Generally speaking, which one of the following political parties do you most strongly identify with (choose one)?

- ☐ Conservative
- ☐ Labour
- ☐ Liberal Democrat
- ☐ Scottish National Party (SNP)
- ☐ Plaid Cymru
- ☐ United Kingdom Independence Party (UKIP)
- ☐ Green Party
- ☐ British National Party (BNP)
- ☐ Reform UK
- ☐  Other, please specify
- ☐ I don't identify with any political party

How strong a supporter of that party that you think you are?

- 1 not at all strong ☐ 2 ☐ 3 ☐ 4 moderately strong ☐ 5 ☐ 6 ☐ 7 very strong ☐

How well informed do you think you are about party politics in general?

1 not at all informed ☒ 2 ☐ 3 ☐ 4 moderately informed ☒ 5 ☐ 6 ☐ 7 very well informed ☒

Do you perceive yourself as part of a minority group because of ethnicity, sexuality or other enduring characteristics?

1 I don't perceive myself as a minority ☐ 2 ☐ 3 ☐ 4 neutral ☐ 5 ☐ 6 ☐ 7 I strongly perceive myself to be part of a minority group ☒

How important is it for you to live in a country that is governed democratically? What position would you place yourself on a scale from 1 "not at all important" to 7 "absolutely important"?

1 not at all important ☒ 2 ☐ 3 ☐ 4 neutral ☐ 5 ☐ 6 ☐ 7 absolutely important ☒

Generally speaking, would you say that most people can be trusted?

1 strongly disagree ☒ 2 ☐ 3 ☐ 4 neutral ☐ 5 ☐ 6 ☐ 7 strongly agree ☐

In general, how much trust do you have in the following institutions and companies:

	1 No trust	2	3	4 neutral	5	6	7 Full trust
UK Parliament	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The police	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The legal system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What's your opinion on the following statements:

	1 strongly disagree	2	3	4 neutral	5	6	7 strongly agree
The typical person is often irrational	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People are often misinformed on important issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People are too easily manipulated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People often act for reasons they don't understand or endorse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The average person can be persuaded to change their mind if given good reasons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people hold accurate views about the world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For this question please click the middle option, 'neutral', to show you are paying attention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
An individual's beliefs about the world are generally coherent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People's behaviour is generally consistent with their beliefs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thinking about the impact of the political parties' election messages on **you**, to what extent do you agree or disagree that it helps to:

	1 strongly disagree	2	3	4 neutral	5	6	7 strongly agree
Raise your awareness of political issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raise your awareness of political candidates or parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prompt you to share messages related to the election	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prompt you to vote/ register to vote	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Persuade you to change who you are planning to vote for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influence how you feel about political opponents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Thinking about the acceptability of online political ads in general, please click the far right answer (“definitely yes”) to indicate that you are reading the questions properly

1 definitely no ☒ 2 ☐ 3 ☐ 4 neutral ☐ 5 ☐ 6 ☐ 7 definitely yes ☒

Thinking about the impact of political parties’ election messages on **the typical voter**, to what extent do you agree or disagree that it helps to:

	1 strongly disagree	2	3	4 neutral	5	6	7 strongly agree
Raise their awareness of political issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raise their awareness of political candidates or parties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prompt them to share messages related to the election	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prompt them to vote/ register to vote	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Persuade them to change who you are planning to vote for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influence how they feel about political opponents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### exit ramp

Separate from this particular survey we have a mailing list for participants who would like to be updated about the results of our research. This is entirely optional and not linked to your survey responses. It will not affect you being paid. It gives you the option to be kept up to date with results of the project as well as receive direct invitations for follow up studies. If you'd like to sign up, enter your email below.

### Optional research results mailing list

Email Address

made with  mailchimp

Finally, if there is anything you would like us to know, please leave comments below

That's it. Click to complete the survey.

Powered by Qualtrics