

Type of predictor	Processed name	Survey name	Question	Measure	Recoding
Algorithms	effective_cred_score_bin	V1Q2_W35	How EFFECTIVE do you think this type of program would be at identifying people who would be good customers?	1 Very effective. 2 Somewhat effective. 3 Not very effective. 4 Not effective at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Algorithms	effective_risk_score_bin	V2Q2_W35	How EFFECTIVE do you think this type of program would be at identifying people who are deserving of parole from prison?	1 Very effective. 2 Somewhat effective. 3 Not very effective. 4 Not effective at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Algorithms	effective_victim_hiring_bin	V3Q2_W35	How EFFECTIVE do you think this type of program would be at identifying good job candidates?	1 Very effective. 2 Somewhat effective. 3 Not very effective. 4 Not effective at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Algorithms	effective_cv_hiring_bin	V4Q2_W35	How EFFECTIVE do you think this type of program would be at identifying good job candidates?	1 Very effective. 2 Somewhat effective. 3 Not very effective. 4 Not effective at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Algorithms	acceptable_c red_score_b in	V1Q3_W3 5	Do you think it is acceptable or not for companies to use this type of program?	1 Acceptable. 2 Not acceptable	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Algorithms	acceptable_r isk_score_bi n	V2Q3_W3 5	Do you think it is acceptable or not for the criminal justice system to use this type of program?	1 Acceptable. 2 Not acceptable	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Algorithms	acceptable_v id_hiring_bi n	V3Q3_W3 5	Do you think it is acceptable or not for companies to use this type of program when hiring job candidates?	1 Acceptable. 2 Not acceptable	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Algorithms	acceptable_c v_hiring_bi n	V4Q3_W3 5	Do you think it is acceptable or not for companies to use this type of program when hiring job candidates?	1 Acceptable. 2 Not acceptable	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Algorithms	comp_prog_biases	ALG1_W35	Which of the following statements comes closest to your view, even if neither is exactly right?	1 It is possible for computer programs to make decisions without human bias. 2 Computer programs will always reflect the biases of the people who designed them	
Demographics	age_cat	F_AGECA T_FINAL	What is your age?	1 18-29. 2 30-49. 3 50-64. 4 65+. 98 or older. 99 Don't know/Refused	
Demographics	sex	F_SEX_FINAL	Are you male or female?	1 Male. 2 Female	
Demographics	edu_level	F_EDUCC AT_FINAL	What is the highest degree or level of school that you have COMPLETED?	Recoded by Pew from answer: 1 College graduate+. 2 Some college. 3 H.S. graduate or less. 99 Don't know/refused	
Demographics	race	F_RACEC MB_REC RUITMENT	Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race. [RECORD UP TO FOUR IN ORDER MENTIONED BUT DO NOT PROBE FOR ADDITIONAL] [IF R VOLS MIXED BIRACIAL, PROBE ONCE: What race or races is that?]	Recoded by Pew from answer: 1 White. 2 Black or African-American. 3 Asian or Asian-American. 4 Mixed Race. 5 Or some other race. 9 Don't know/Refused	Recoded 1 to "1"; 2 to "2"; 3, 4, 5, 6, 7, 8, and 11 to "3"; 9 and 10 to "4"; and 12 to "5" to avoid sparsity

Demographics	marital_status	F_MARITAL_FINAL	Which of these best describes you?	1 Married. 2 Living with a partner. 3 Divorced. 4 Separated. 5 Widowed. 6 Never been married	Recoded 1 and 2 to "1"; 3, 4, and 5 to "2" and 6 to "3" to avoid sparsity
Demographics	religion	F_RELIG_FINAL	What is your present religion, if any? [IN CATI ONLY: INTERVIEWER: IF R VOLUNTEERS "nothing in particular, none, no religion, etc." BEFORE REACHING END OF LIST, PROMPT WITH: And would you say that's atheist, agnostic, or just nothing in particular?]	1 Protestant (Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Reformed, Church of Christ, Jehovah's Witness, etc.). 2 Roman Catholic (Catholic). 3 Mormon (Church of Jesus Christ of Latter-day Saints/LDS). 4 Orthodox (Greek, Russian, or some other orthodox church). 5 Jewish (Judaism). 6 Muslim (Islam). 7 Buddhist. 8 Hindu. 9 Atheist (do not believe in God). 10 Agnostic (not sure if there is a God). 11 Something else. 12 Nothing in particular. 13 Christian. 14 Unitarian (Universalist). 15 Don't	Recoded 1 to "1"; 2 to "2"; 3, 4, 5, 6, 7, 8, and 11 to "3"; 9 and 10 to "4"; and 12 to "5" to avoid sparsity

Demographics	rel_serv_attendance	F_ATTEND_FINAL	Aside from weddings and funerals, how often do you attend religious services?	1 More than once a week. 2 Once a week. 3 Once or twice a month. 4 A few times a year. 5 Seldom. 6 Never	
Demographics	pol_party	F_PARTY_FINAL	In politics today, do you consider yourself a...	1 Republican. 2 Democrat. 3 Independent. 4 Something else	
Demographics	family_income_2	F_INCOME_RECODE_FINAL	Three-way category coded from self-reported family income.	1 \$75,000+. 2 \$30-\$74,999. 3 <\$30,000. 99 Don't know/Refused	
Demographics	volunteer	F_VOLSUM_FINAL	In the past 12 months, did you spend any time volunteering for any organization or association?	1 Yes. 2 No. 99 Refused	
Demographics	census_region	F_CREGION_FINAL	Census region coded from panelist zip code. Region is updated each wave if a panelist moves and provides a new address. What is your zipcode?	_____ Enter Zipcode. 9 Don't know/Refused	
Politics	power_tech_corp	ECIMPA_W35	How much power and influence do you think each of the following have in today's ECONOMY? Technology companies	1. Too much power and influence. 2. Not enough power and influence. 3. About the right amount [anchor]	
Politics	power_finance	ECIMPD_W35	How much power and influence do you think each of the following have in today's ECONOMY? Banks and other financial institutions	1. Too much power and influence. 2. Not enough power and influence. 3. About the right amount [anchor]	

Politics	power_labor_unions	ECIMPC_W35	How much power and influence do you think each of the following have in today's ECONOMY? Labor unions	1. Too much power and influence. 2. Not enough power and influence. 3. About the right amount [anchor]	
Politics	power_energy_industry	ECIMPB_W35	How much power and influence do you think each of the following have in today's ECONOMY? The energy industry	1. Too much power and influence. 2. Not enough power and influence. 3. About the right amount [anchor]	
Politics	power_advertisers	ECIMPE_W35	How much power and influence do you think each of the following have in today's ECONOMY? Advertisers	1. Too much power and influence. 2. Not enough power and influence. 3. About the right amount [anchor]	
Politics	power_pharma	ECIMPF_W35	How much power and influence do you think each of the following have in today's ECONOMY? Pharmaceutical companies	1. Too much power and influence. 2. Not enough power and influence. 3. About the right amount [anchor]	
Politics	power_farming_agric	ECIMPG_W35	How much power and influence do you think each of the following have in today's ECONOMY? The farming and agriculture industry	1. Too much power and influence. 2. Not enough power and influence. 3. About the right amount [anchor]	
Politics	power_small_business	ECIMPH_W35	How much power and influence do you think each of the following have in today's ECONOMY? Small businesses	1. Too much power and influence. 2. Not enough power and influence. 3. About the right amount [anchor]	

Politics	ideology	F_IDEO_FINAL	In general, would you describe your political views as... [PROGRAMMING NOTE: REVERSE RESPONSE OPTION SCALE FOR RANDOM HALF OF RESPONDENTS]	1 Very conservative. 2 Conservative. 3 Moderate. 4 Liberal. 5 Very liberal	
Social media	use_fb	SNSA_W35	On a different subject... Do you use any of the following social media sites? Facebook	Check if apply	
Social media	use_twitter	SNSB_W35	On a different subject... Do you use any of the following social media sites? Twitter	Check if apply	
Social media	use_insta	SNSE_W35	On a different subject... Do you use any of the following social media sites? Instagram	Check if apply	
Social media	use_youtube	SNSH_W35	On a different subject... Do you use any of the following social media sites? YouTube	Check if apply	
Social media	use_snapchat	SNSJ_W35	On a different subject... Do you use any of the following social media sites? Snapchat	Check if apply	
Social media	use_other_social_media	SNSL_W35	On a different subject... Do you use any of the following social media sites? Other	Check if apply	
Social media	use_any_social_media	SNSUSER_W35	Created by Pew	If any item selected	

Social media	how_often_fb	SNSFRA_W35	About how often do you use or visit the following... Facebook	1 Several times a day. 2 About once a day. 3 Less often	
Social media	how_often_youtube	SNSFRB_W35	About how often do you use or visit the following... YouTube	1 Several times a day. 2 About once a day. 3 Less often	
Social media	media_representative_society	SM3_W35	In general, would you say that the content posted on social media provides an accurate picture of how society as a whole feels about important issues?	1. Provides an accurate picture. 2 Does not provide an accurate picture	
Social media	common_behavior_social_media_supportive	SM6A_W35	Which of the following behaviors do you see more of on social media?	1 People being kind or supportive. 2 People being mean or bullying. 3 Equal mix of both [anchor]	
Social media	common_behavior_social_media_accurate	SM6B_W35	Which of the following behaviors do you see more of on social media?	1 People trying to be deceptive. 2 People trying to point out inaccurate information. 3 Equal mix of both [anchor]	
Social media	acceptable_media_diff_change_site	SM8A_W35	Do you think it is acceptable or not acceptable for social media sites to do the following things? Change the look and feel of their site for some users, but not others	1 Acceptable. 2 Not acceptable	

Social media	acceptable_media_diff_remind_vote	SM8B_W35	Do you think it is acceptable or not acceptable for social media sites to do the following things? Remind some users, but not others, to vote on election day	1 Acceptable. 2 Not acceptable	
Social media	acceptable_media_exper_sentiments	SM8C_W35	Do you think it is acceptable or not acceptable for social media sites to do the following things? Show some users, but not others, more of their friends' happy posts and fewer of their sad posts	1 Acceptable. 2 Not acceptable	
Social media	change_profile_cause	SM10A_W35	Have you done any of the following activities on social media in the past year? Changed your profile picture to show your support for a cause	1 Have done this in the past year. 2 Have not done this in the past year	
Social media	use_hashtag_cause	SM10B_W35	Have you done any of the following activities on social media in the past year? Used hashtags related to a political or social issue	1 Have done this in the past year. 2 Have not done this in the past year	
Social media	join_group_cause	SM10C_W35	Have you done any of the following activities on social media in the past year? Taken part in a group that shares an interest in an issue or cause	1 Have done this in the past year. 2 Have not done this in the past year	

Social media	encourage_people_cause	SM10D_W35	Have you done any of the following activities on social media in the past year? Encouraged others to take action on issues that are important to you	1 Have done this in the past year. 2 Have not done this in the past year	
Social media	look_info_protests	SM10E_W35	Have you done any of the following activities on social media in the past year? Looked for information about rallies or protests happening in your area	1 Have done this in the past year. 2 Have not done this in the past year	
Social media	change_pol_view_cuz_media	SM11_W35	In the past year, have you changed your views about a political or social issue because of something you saw on social media?	1 Have changed my views. 2 Have not changed my views	
Social media	control_newsfeed	FB3A_W35	How much control do you think users have over the content that appears in their Facebook News Feed?	1 A lot. 2 A little. 3 None	
Social media	tried_influence_newsfeed	FB3B_W35	Have you ever intentionally tried to influence or change the content you see on your Facebook News Feed?	1 Yes. 2 No	
Social media	influence_newsfeed_friend	FB3C1_W35	What actions have you taken to try and influence what shows up in your Facebook News Feed? Friended or unfriended certain people	Check if apply	

Social media	like_share_comment_influence_news_feed	FB3C2_W35	What actions have you taken to try and influence what shows up in your Facebook News Feed? Liked, shared or commented on certain types of content	Check if apply	
Social media	indicate_influence_news_feed	FB3C3_W35	What actions have you taken to try and influence what shows up in your Facebook News Feed? Indicated that you wanted to see less of certain people or types of content	Check if apply	
Social media	privacy_influence_news_feed	FB3C4_W35	What actions have you taken to try and influence what shows up in your Facebook News Feed? Changed your privacy settings or ad preferences	Check if apply	
Social media	groups_influence_news_feed	FB3C5_W35	What actions have you taken to try and influence what shows up in your Facebook News Feed? Followed or unfollowed certain groups or organizations	Check if apply	
Social media	other_influence_newsfeed	FB3C6_W35	What actions have you taken to try and influence what shows up in your Facebook News Feed? Something else [O] [anchor]	Check if apply	
Social media	break_fb	FB5A_W35	In the past year, have you done any of the following things? Taken a break from checking Facebook for a period of several weeks or more	1 Have done this in the past year. 2 Have not done this in the past year	

Social media	delete_fb_app	FB5B_W35	In the past year, have you done any of the following things? Deleted the Facebook app from your phone	1 Have done this in the past year. 2 Have not done this in the past year	
Social media	adjust_privacy_fb	FB5C_W35	In the past year, have you done any of the following things? Adjusted your Facebook privacy settings	1 Have done this in the past year. 2 Have not done this in the past year	
Social media	download_data_fb	FB5D_W35	In the past year, have you done any of the following things? Downloaded all the personal data Facebook has collected about you	1 Have done this in the past year. 2 Have not done this in the past year	
Social media	child_found_unsuitable_yt	YT5_W35	Has your child ever encountered content on YouTube that you thought was unsuitable for children?	1 Yes. 2 No	
Social media	how_often_media_content_angry_bin	SM1A_W35	How often, if ever, do you [IF SNSUSER=1:see / IF SNSUSER=0:hear about] content on social media that makes you feel... Angry	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_media_content_inspired_bin	SM1B_W35	How often, if ever, do you [IF SNSUSER=1:see / IF SNSUSER=0:hear about] content on social media that makes you feel... Inspired	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Social media	how_often_media_content_amused_bin	SM1C_W35	How often, if ever, do you [IF SNSUSER=1:see / IF SNSUSER=0:hear about] content on social media that makes you feel... Amused	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_media_content_depressed_bin	SM1D_W35	How often, if ever, do you [IF SNSUSER=1:see / IF SNSUSER=0:hear about] content on social media that makes you feel... Depressed	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_media_content_connected_bin	SM1E_W35	How often, if ever, do you [IF SNSUSER=1:see / IF SNSUSER=0:hear about] content on social media that makes you feel... Connected	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_media_content_lonely_bin	SM1F_W35	How often, if ever, do you [IF SNSUSER=1:see / IF SNSUSER=0:hear about] content on social media that makes you feel... Lonely	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_dramatic_exaggerated_media	SM2A_W35	How often, if ever, do you see the following things on social media? Posts that are overly dramatic or exaggerated	1. Frequently. 2 Sometimes. 3. Hardly ever. 4 Never	

Social media	how_often_deceiving_media_bin	SM2B_W35	How often, if ever, do you see the following things on social media? Posts that appear to be about one thing but turn out to be about something else	1. Frequently. 2 Sometimes. 3. Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_useful_media_bin	SM2C_W35	How often, if ever, do you see the following things on social media? Posts that teach you something useful that you hadn't known before	1. Frequently. 2 Sometimes. 3. Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_factless_discuss_media_bin	SM2D_W35	How often, if ever, do you see the following things on social media? People making accusations or starting arguments without waiting until they have all the facts	1. Frequently. 2 Sometimes. 3. Hardly ever. 4 Never	
Social media	easy_media_figure_hobbies_interests_bin	SM4A_W35	Based on the data they have collected about you, how easy do you think it would be for the social media sites you use to figure out... Your hobbies and interests	1. Very easy. 2. Somewhat easy. 3 Somewhat difficult. 4. Very difficult	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	easy_media_figure_politics_bin	SM4B_W35	Based on the data they have collected about you, how easy do you think it would be for the social media sites you use to figure out... Your political affiliation	1. Very easy. 2. Somewhat easy. 3 Somewhat difficult. 4. Very difficult	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Social media	easy_media_figure_relig_bin	SM4C_W35	Based on the data they have collected about you, how easy do you think it would be for the social media sites you use to figure out... Your religious beliefs	1. Very easy. 2. Somewhat easy. 3. Somewhat difficult. 4. Very difficult	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	easy_media_figure_race	SM4D_W35	Based on the data they have collected about you, how easy do you think it would be for the social media sites you use to figure out... Your race or ethnicity	1. Very easy. 2. Somewhat easy. 3. Somewhat difficult. 4. Very difficult	
Social media	data_acceptable_recommend_events_bin	SM5A_W35	How acceptable, if at all, do you think it is for social media sites to use data about you and your online activities to... Recommend events in your area	1. Very acceptable. 2. Somewhat acceptable. 3. Not very acceptable. 4. Not acceptable at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	data_acceptable_advertise_bin	SM5B_W35	How acceptable, if at all, do you think it is for social media sites to use data about you and your online activities to... Show you advertisements for products or services	1. Very acceptable. 2. Somewhat acceptable. 3. Not very acceptable. 4. Not acceptable at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Social media	data_acceptable_recomm_end_friend_bin	SM5C_W35	How acceptable, if at all, do you think it is for social media sites to use data about you and your online activities to... Recommend someone you might know as a friend	1. Very acceptable. 2 Somewhat acceptable. 3 Not very acceptable. 4 Not acceptable at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	data_acceptable_political_add_bin	SM5D_W35	How acceptable, if at all, do you think it is for social media sites to use data about you and your online activities to... Show you messages from political campaigns	1. Very acceptable. 2 Somewhat acceptable. 3 Not very acceptable. 4 Not acceptable at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	likely_media_censor_pol_bin	SM7_W35	How likely, if at all, do you think it is that social media sites intentionally censor political viewpoints that they find objectionable?	1 Very likely. 2 Somewhat likely. 3 Not very likely. 4 Not at all likely	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	media_gives_voice_unrep_bin	SM9A_W35	Now thinking specifically about some of the ways that people use social media to engage with political or social issues that are important to them... How well do you think each of the following statements describes social media? Social media helps give a voice to underrepresented groups	1 Very well. 2 Somewhat well. 3 Not too well. 4 Not at all well	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Social media	media_distra cts_people_ pol_bin	SM9B_W3 5	Now thinking specifically about some of the ways that people use social media to engage with political or social issues that are important to them... How well do you think each of the following statements describes social media? Social media distracts people from issues that are truly important	1 Very well. 2 Somewhat well. 3 Not too well. 4 Not at all well	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	media_high lights_import ant_bin	SM9C_W3 5	Now thinking specifically about some of the ways that people use social media to engage with political or social issues that are important to them... How well do you think each of the following statements describes social media? Social media highlights important issues that might not get a lot of attention otherwise	1 Very well. 2 Somewhat well. 3 Not too well. 4 Not at all well	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	media_prom otes_accoun tability_peo ple_bin	SM9D_W 35	Now thinking specifically about some of the ways that people use social media to engage with political or social issues that are important to them... How well do you think each of the following statements describes social media? Social media makes it easier to hold powerful people accountable for their actions	1 Very well. 2 Somewhat well. 3 Not too well. 4 Not at all well	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Social media	media_ove stimates_im pact_bin	SM9E_W3 5	Now thinking specifically about some of the ways that people use social media to engage with political or social issues that are important to them... How well do you think each of the following statements describes social media? Social media makes people think they are making a difference when they really aren't	1 Very well. 2 Somewhat well. 3 Not too well. 4 Not at all well	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	imp_media_ find_people _shared_vie ws_bin	SM12A_ W35	How important, if at all, is social media to you PERSONALLY when it comes to the following things? Finding other people who share your views about important issues	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	imp_media_ get_involve d_bin	SM12B_W 35	How important, if at all, is social media to you PERSONALLY when it comes to the following things? Getting involved with political or social issues that are important to you	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	imp_media_ venue_expre ss_pol_bin	SM12C_W 35	How important, if at all, is social media to you PERSONALLY when it comes to the following things? Giving you a venue to express your political opinions	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Social media	imp_media_getting_politicians_pay_attention_bin	SM13A_W35	In general, how important, if at all, do you think social media is today when it comes to the following things? Getting elected officials to pay attention to issues	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	imp_media_policy_in_bin	SM13B_W35	In general, how important, if at all, do you think social media is today when it comes to the following things? Influencing policy decisions	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	imp_media_sustained_movement_bin	SM13C_W35	In general, how important, if at all, do you think social media is today when it comes to the following things? Creating sustained movements for social change	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	content_media_race_bin	SM14A_W35	Thinking about the content you SEE on social media, approximately how much content would you say is about... Race or race relations	1 A great deal. 2 Some. 3 Only a little. 4 None	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	content_media_sex_harassment_bin	SM14B_W35	Thinking about the content you SEE on social media, approximately how much content would you say is about... Sexual harassment or assault	1 A great deal. 2 Some. 3 Only a little. 4 None	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity

Social media	content_media_gun_bin	SM14C_W35	Thinking about the content you SEE on social media, approximately how much content would you say is about... Gun control or gun violence	1 A great deal. 2 Some. 3 Only a little. 4 None	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	content_media_immigration_bin	SM14D_W35	Thinking about the content you SEE on social media, approximately how much content would you say is about... Immigration	1 A great deal. 2 Some. 3 Only a little. 4 None	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	understand_differential_newsfeed_bin	FB1_W35	Now thinking specifically about how you use FACEBOOK... How much, if at all, do you feel you understand why certain posts are included in your Facebook News Feed and others are not? In the picture below, the News Feed is outlined in red.	1 Very well. 2 Somewhat well. 3 Not too well. 4 Not at all well	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	relevance_fb_posts_bin	FB2_W35	How many of the posts that appear in your Facebook News Feed would you say are interesting and relevant to you?	1 Almost all of them. 2 Most of them. 3 Some of them. 4 None of them	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	fb_remind_happy	FB4A_W35	How often does Facebook show you posts that remind you of a... HAPPY time in your life	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	

Social media	fb_remind_s ad_bin	FB4B_W3 5	How often does Facebook show you posts that remind you of a... SAD time in your life	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	imp_yt_und erstand_wor ld_bin	YT1A_W3 5	Now thinking specifically about how you use YOUTUBE... How important to you are videos on YouTube when it comes to... Understanding things that are happening in the world	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	impt_yt_dec ide_buy_bin	YT1C_W3 5	Now thinking specifically about how you use YOUTUBE... How important to you are videos on YouTube when it comes to... Deciding whether you should buy a particular product or not	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	impt_yt_pas s_time_bin	YT1D_W3 5	Now thinking specifically about how you use YOUTUBE... How important to you are videos on YouTube when it comes to... Just passing the time	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	impt_yt_lear ning_things	YT1B_W3 5	Now thinking specifically about how you use YOUTUBE... How important to you are videos on YouTube when it comes to... Figuring out how to do things you haven't done before	1 Very important. 2 Somewhat important. 3 Not very important. 4 Not important at all	

Social media	watch_recommended_yt	YT2 W35	When you watch videos on YouTube, do you also watch the recommended videos that appear alongside the video you are watching?	1 Yes, regularly. 2. Yes, on occasion. 3 No	
Social media	how_often_fake_yt_bin	YT3A_W35	How often, if ever, do you notice videos on YouTube that... Seem obviously false or untrue	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_abusive_yt_bin	YT3B_W35	How often, if ever, do you notice videos on YouTube that... Are abusive or demeaning towards others	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_danger_troubling_yt_bin	YT3C_W35	How often, if ever, do you notice videos on YouTube that... Show people engaging in dangerous or troubling behaviors	1 Frequently. 2 Sometimes. 3 Hardly ever. 4 Never	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity
Social media	how_often_child_yt	YT4 W35	How often do you let your child or children age 11 or younger watch videos on YouTube?	1 Regularly. 2 On occasion. 3 Never. 4 I do not have any children age 11 or younger	

Technology	impact_tech_corp_soc	TC2B_W35	Thinking about the impact major technology companies and their products and services have had on SOCIETY, do you think that impact has been...	1 More good than bad. 2 More bad than good	
Technology	impact_tech_corp_pers	TC2C_W35	Thinking about the impact major technology companies and their products and services have had on YOU PERSONALLY, do you think that impact has been...	1 More good than bad. 2 More bad than good	
Technology	tech_corp_benefit_privileged	TC3A_W35	Do you think the following statements describe major technology companies well? Their products and services mostly benefit people who already have advantages in life	1 Describes them well. 2 Does not describe them well	
Technology	tech_corp_protect_data	TC3B_W35	Do you think the following statements describe major technology companies well? They do enough to protect the personal data of their users	1 Describes them well. 2 Does not describe them well	
Technology	tech_corp_fail_anticipate_impact	TC3C_W35	Do you think the following statements describe major technology companies well? They often fail to anticipate how their products and services will impact society	1 Describes them well. 2 Does not describe them well	
Technology	tech_corp_compared_others	TC4_W35	Compared to other companies, do you think major technology companies are...	1 More ethical. 2 Less ethical. 3 About as ethical as other companies [anchor]	

Technology	regulation_tech_corp	TC5_W35	Thinking about the role of the government in regulating major technology companies, do you think these companies should be regulated...	1 More than they are now. 2 Less than they are now. 3 About the same as they are now [anchor]	
Technology	tech_corp_views_gender	TC6A_W35	Do you think major technology companies tend to...	1 Support the views of men over women. 2 Support the views of women over men. 3 Support the views of both equally [anchor]	
Technology	tech_corp_views_pol	TC6B_W35	Do you think major technology companies tend to...	1 Support the views of liberals over conservatives. 2 Support the views of conservatives over liberals. 3 Support the views of both equally [anchor]	
Technology	trust_tech_corp_bin	TC2A_W35	How much of the time do you think you can trust major technology companies to do what is right?	1 Just about always. 2 Most of the time. 3 Some of the time. 4 Hardly ever	Recoded 1 and 2 to "0" and 3 and 4 to "1" to avoid sparsity