**2018 PEW RESEARCH CENTER’S AMERICAN TRENDS PANEL**

**WAVE 35 MAY 2018**

**FINAL TOPLINE**

**MAY 29 – JUNE 11, 2018**

**TOTAL N=4,594**

**ASK ALL:**

ALG1 Which of the following statements comes closest to your view, even if neither is exactly right? **[RANDOMIZE OPTIONS]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 40 | It is possible for computer programs to make decisions without human bias |
| 58 | Computer programs will always reflect the biases of the people who designed them |
| 2 | No Answer |
|  |  |

**ASK ALL:**

ECIMP How much power and influence do you think each of the following have in today’s ECONOMY? **[RANDOMIZE ITEMS; RANDOMIZE RESPONSES 1 AND 2, 3 ALWAYS LAST]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Too much power and influence | Not enough power and influence | About the right amount | No Answer |
| **ASK FORM 1 [N=2,303]** |  |  |  |  |
| a. Technology companies |  |  |  |  |
| May 29-Jun 11, 2018 | 55 | 7 | 37 | \* |
|  |  |  |  |  |
| b. The energy industry |  |  |  |  |
| May 29-Jun 11, 2018 | 57 | 10 | 32 | \* |
|  |  |  |  |  |
| c. Labor unions |  |  |  |  |
| May 29-Jun 11, 2018 | 30 | 39 | 30 | 1 |
|  |  |  |  |  |
| d. Banks and other financial institutions |  |  |  |  |
| May 29-Jun 11, 2018 | 72 | 5 | 23 | \* |
|  |  |  |  |  |
| **ASK FORM 2 [N=2,291]** |  |  |  |  |
| e. Advertisers | 71 | 4 | 25 | 1 |
| May 29-Jun 11, 2018 |  |  |  |  |
|  |  |  |  |  |
| f. Pharmaceutical companies |  |  |  |  |
| May 29-Jun 11, 2018 | 83 | 4 | 13 | \* |
|  |  |  |  |  |
| g. The farming and agriculture industry |  |  |  |  |
| May 29-Jun 11, 2018 | 19 | 47 | 33 | 1 |
|  |  |  |  |  |
| h. Small businesses |  |  |  |  |
| May 29-Jun 11, 2018 | 2 | 76 | 21 | 1 |

**ASK FORM 1 [N=2,303]:**

TC1F1 When you hear the phrase “major technology companies”, what specific companies come to mind for you? You can name as many as you want.

**[OPEN-END RESPONSES NOT SHOWN]**

**ASK FORM 2 [N=2,291]:**

TC1F2 When you think about major technology companies and the products and services they offer, what sorts of words come to mind for you? You can list as many as you want.

**[OPEN-END RESPONSES NOT SHOWN]**

**ASK ALL:**

TC2a How much of the time do you think you can trust major technology companies to do what is right?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 3 | Just about always |
| 25 | Most of the time |
| 58 | Some of the time |
| 14 | Hardly ever |
| \* | No Answer |
|  |  |

**ASK ALL:**

**[RANDOMIZE ORDER OF TC2b AND TC2c]**

TC2b Thinking about the impact major technology companies and their products and services have had on SOCIETY, do you think that impact has been… **[RANDOMIZE 1 AND 2; USE SAME ORDER IN TC2b AND TC2c]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 63 | More good than bad |
| 36 | More bad than good |
| 1 | No Answer |
|  |  |

**ASK ALL:**

**[RANDOMIZE ORDER OF TC2b AND TC2c]**

TC2c Thinking about the impact major technology companies and their products and services have had on YOU PERSONALLY, do you think that impact has been… **[RANDOMIZE 1 AND 2; USE SAME ORDER IN TC2b AND TC2c]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 74 | More good than bad |
| 24 | More bad than good |
| 1 | No Answer |
|  |  |

**ASK ALL:**

TC3 Do you think the following statements describe major technology companies well? **[RANDOMIZE ITEMS]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Describes them well | Does not describe them well | No Answer |
| a. Their products and services mostly benefit people who already have advantages in life |  |  |  |
| May 29-Jun 11, 2018 | 64 | 35 | 1 |
|  |  |  |  |
| b. They do enough to protect the personal data of their users |  |  |  |
| May 29-Jun 11, 2018 | 24 | 75 | 1 |
|  |  |  |  |
| c. They often fail to anticipate how their products and services will impact society |  |  |  |
| May 29-Jun 11, 2018 | 65 | 34 | 1 |
|  |  |  |  |

**ASK ALL:**

TC4 Compared to other companies, do you think major technology companies are… **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 8 | More ethical |
| 22 | Less ethical |
| 69 | About as ethical as other companies |
| 1 | No Answer |
|  |  |

**ASK ALL:**

TC5 Thinking about the role of the government in regulating major technology companies, do you think these companies should be regulated… **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 51 | More than they are now |
| 9 | Less than they are now |
| 38 | About the same as they are now |
| 1 | No Answer |
|  |  |

**ASK ALL:**

**[RANDOMIZE ORDER OF TC6a AND TC6b]**

TC6a Do you think major technology companies tend to… **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 33 | Support the views of men over women |
| 8 | Support the views of women over men |
| 58 | Support the views of both equally |
| 2 | No Answer |
|  |  |

**ASK ALL:**

**[RANDOMIZE ORDER OF TC6a AND TC6b]**

TC6b Do you think major technology companies tend to… **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 43 | Support the views of liberals over conservatives |
| 11 | Support the views of conservatives over liberals |
| 43 | Support the views of both equally |
| 3 | No Answer |
|  |  |

**ASK ALL:**

On a different subject…

SNS Do you use any of the following social media sites? **[RANDOMIZE WITH “OTHER” ALWAYS LAST]**

*[Check all that apply]*

|  |  |  |  |
| --- | --- | --- | --- |
|  | Selected | Not Selected | No Answer |
| a. Facebook |  |  |  |
| May 29- Jun 11, 2018 [N=4,594] | 74 | 26 | - |
| Aug 8- Aug 21, 2017 [N=4,971] | 66 | 34 | - |
| Jan 12-Feb 8, 2016 [N=4,654] | 67 | 33 | - |
| Mar 13-15, 20-22, 2015 [N=2,035] | 66 | 34 | 1 |
| Aug 21-Sep 2, 2013 [N=5,173] | 64 | 36 | \* |
|  |  |  |  |
| b. Twitter |  |  |  |
| May 29- Jun 11, 2018 [N=4,594] | 21 | 79 | - |
| Aug 8- Aug 21, 2017 [N=4,971] | 15 | 85 | - |
| Jan 12-Feb 8, 2016 [N=4,654] | 16 | 84 | - |
| Mar 13-15, 20-22, 2015 [N=2,035] | 17 | 83 | 1 |
| Aug 21-Sep 2, 2013 [N=5,173] | 16 | 84 | \* |
|  |  |  |  |
| **NO ITEMS C-D** |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **SNS CONTINUED…** |  |  |  |
|  | Selected | Not Selected | No Answer |
| e. Instagram |  |  |  |
| May 29- Jun 11, 2018 [N=4,594] | 34 | 66 | - |
| Aug 8- Aug 21, 2017 [N=4,971] | 26 | 74 | - |
| Jan 12-Feb 8, 2016 [N=4,654] | 19 | 81 | - |
| Aug 21-Sep 2, 2013 [N=5,173] | 12 | 88 | \* |
|  |  |  |  |
| **NO ITEMS F-G** |  |  |  |
|  |  |  |  |
| h. YouTube |  |  |  |
| May 29- Jun 11, 2018 [N=4,594] | 68 | 32 | - |
| Aug 8- Aug 21, 2017 [N=4,971] | 58 | 42 | - |
| Jan 12-Feb 8, 2016 [N=4,654] | 48 | 52 | - |
| Aug 21-Sep 2, 2013 [N=5,173] | 51 | 49 | \* |
|  |  |  |  |
| **NO ITEM I** |  |  |  |
|  |  |  |  |
| j. Snapchat |  |  |  |
| May 29- Jun 11, 2018 [N=4,594] | 22 | 78 | - |
| Aug 8- Aug 21, 2017 [N=4,971] | 18 | 82 | - |
| Jan 12-Feb 8, 2016 [N=4,654] | 10 | 90 | - |
|  |  |  |  |
| **NO ITEM K** |  |  |  |
|  |  |  |  |
| l. Other |  |  |  |
| May 29- Jun 11, 2018 [N=4,594] | 10 | 90 | - |
| Aug 8- Aug 21, 2017 [N=4,971] | 5 | 95 | - |
| Jan 12-Feb 8, 2016 [N=4,654] | 11 | 89 | - |
| Aug 21-Sep 2, 2013 [N=5,173] | 3 | 97 | \* |
|  |  |  |  |

**PROGRAMMING NOTE: CREATE VARIABLE SNSUSER. FLAG SNSUSER=1 “SOCIAL MEDIA USERS” AS ANYONE WHO SELECTS ANY OF THE ABOVE PLATFORMS (ANY SNSa-l=1). FLAG SNSUSER=0 “NOT SOCIAL MEDIA USER” IF NONE SNSa-l=1.**

|  |  |
| --- | --- |
| 4,316 | Social media user (SNSUSER=1) |
| 278 | Not social media user (SNSUSER=0) |
|  |  |

**ASK IF FACEBOOK OR YOUTUBE USER (SNSa=1 OR SNSh=1) [N=4,045]:**

SNSFR About how often you use or visit the following… **[RANDOMIZE IN SAME ORDER AS SNS IF BOTH ITEMS DISPLAYED]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Several times a day | About once a day | Less often | No Answer |
| **SHOW ITEM a IF FACEBOOK USER (SNSa=1) [N=3,413]** |  |  |  |  |
| a. Facebook |  |  |  |  |
| May 29-Jun 11, 2018 | 55 | 24 | 20 | \* |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **SNSFR CONTINUED…** |  |  |  |  |
|  | Several times a day | About once a day | Less often | No Answer |
| **SHOW ITEM b IF YOUTUBE USER (SNSh=1) [N=3,101]** |  |  |  |  |
| b. YouTube |  |  |  |  |
| May 29-Jun 11, 2018 | 33 | 27 | 40 | \* |
|  |  |  |  |  |

**ASK ALL:**

SM1 How often, if ever, do you **[IF SOCIAL MEDIA USER (SNSUSER=1):** see**]** **[IF NOT SOCIAL MEDIA USER (SNSUSER=0):** hear about**]** content on social media that makes you feel... **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Frequently | Sometimes | Hardly ever | Never | No Answer |
| a. Angry |  |  |  |  |  |
| May 29-Jun 11, 2018 | 24 | 46 | 19 | 10 | 1 |
|  |  |  |  |  |  |
| b. Inspired |  |  |  |  |  |
| May 29-Jun 11, 2018 | 15 | 52 | 22 | 11 | \* |
|  |  |  |  |  |  |
| c. Amused |  |  |  |  |  |
| May 29-Jun 11, 2018 | 42 | 44 | 7 | 6 | 1 |
|  |  |  |  |  |  |
| d. Depressed |  |  |  |  |  |
| May 29-Jun 11, 2018 | 12 | 36 | 28 | 23 | 1 |
|  |  |  |  |  |  |
| e. Connected |  |  |  |  |  |
| May 29-Jun 11, 2018 | 20 | 48 | 20 | 12 | \* |
|  |  |  |  |  |  |
| f. Lonely |  |  |  |  |  |
| May 29-Jun 11, 2018 | 7 | 24 | 31 | 38 | 1 |
|  |  |  |  |  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

SM2 How often, if ever, do you see the following things on social media? **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Frequently | Sometimes | Hardly ever | Never | No Answer |
| a. Posts that are overly dramatic or exaggerated |  |  |  |  |  |
| May 29-Jun 11, 2018 | 58 | 31 | 5 | 6 | 1 |
|  |  |  |  |  |  |
| b. Posts that appear to be about one thing but turn out to be about something else |  |  |  |  |  |
| May 29-Jun 11, 2018 | 33 | 45 | 15 | 6 | 1 |
|  |  |  |  |  |  |
| c. Posts that teach you something useful that you hadn’t known before |  |  |  |  |  |
| May 29-Jun 11, 2018 | 21 | 57 | 16 | 5 | \* |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **SM2 CONTINUED…** |  |  |  |  |  |
|  | Frequently | Sometimes | Hardly ever | Never | No Answer |
| d. People making accusations or starting arguments without waiting until they have all the facts |  |  |  |  |  |
| May 29-Jun 11, 2018 | 59 | 28 | 7 | 5 | 1 |
|  |  |  |  |  |  |

**ASK ALL:**

SM3 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?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 25 | Provides an accurate picture |
| 74 | Does not provide an accurate picture |
| 1 | No Answer |
|  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

SM4 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… **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very easy | Somewhat easy | Somewhat difficult | Very difficult | No Answer |
| a. Your hobbies and interests |  |  |  |  |  |
| May 29-Jun 11, 2018 | 45 | 35 | 14 | 6 | 1 |
|  |  |  |  |  |  |
| b. Your political affiliation |  |  |  |  |  |
| May 29-Jun 11, 2018 | 43 | 28 | 17 | 11 | 1 |
|  |  |  |  |  |  |
| c. Your religious beliefs |  |  |  |  |  |
| May 29-Jun 11, 2018 | 36 | 29 | 22 | 13 | \* |
|  |  |  |  |  |  |
| d. Your race or ethnicity |  |  |  |  |  |
| May 29-Jun 11, 2018 | 56 | 27 | 11 | 5 | 1 |
|  |  |  |  |  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

SM5 How acceptable, if at all, do you think it is for social media sites to use data about you and your online activities to… **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very acceptable | Somewhat acceptable | Not very acceptable | Not acceptable at all | No Answer |
| a. Recommend events in your area |  |  |  |  |  |
| May 29-Jun 11, 2018 | 25 | 50 | 14 | 11 | \* |
|  |  |  |  |  |  |
| b. Show you advertisements for products or services |  |  |  |  |  |
| May 29-Jun 11, 2018 | 11 | 41 | 26 | 21 | \* |
|  |  |  |  |  |  |
| **SM5 CONTINUED…** |  |  |  |  |  |
|  | Very acceptable | Somewhat acceptable | Not very acceptable | Not acceptable at all | No Answer |
| c. Recommend someone you might want to know as a friend |  |  |  |  |  |
| May 29-Jun 11, 2018 | 14 | 43 | 24 | 19 | \* |
|  |  |  |  |  |  |
| d. Show you messages from political campaigns |  |  |  |  |  |
| May 29-Jun 11, 2018 | 7 | 30 | 31 | 31 | 1 |
|  |  |  |  |  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

**[RANDOMIZE ORDER OF SM6a AND SM6b]**

SM6a Which of the following behaviors do you see more of on social media? **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 21 | People being kind or supportive |
| 24 | People being mean or bullying |
| 54 | Equal mix of both |
| 1 | No Answer |
|  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

**[RANDOMIZE ORDER OF SM6a AND SM6b]**

SM6b Which of the following behaviors do you see more of on social media? **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 18 | People trying to be deceptive |
| 17 | People trying to point out inaccurate information |
| 63 | Equal mix of both |
| 2 | No Answer |
|  |  |

**ASK ALL:**

SM7 How likely, if at all, do you think it is that social media sites intentionally censor political viewpoints that they find objectionable?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 35 | Very likely |
| 37 | Somewhat likely |
| 19 | Not very likely |
| 8 | Not at all likely |
| 1 | No Answer |
|  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

SM8 Do you think it is acceptable or not acceptable for social media sites to do the following things? **[RANDOMIZE]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Acceptable | Not acceptable | No Answer |
| a. Change the look and feel of their site for some users, but not others |  |  |  |
| May 29-Jun 11, 2018 | 21 | 78 | 1 |
|  |  |  |  |
| b. Remind some users, but not others, to vote on election day |  |  |  |
| May 29-Jun 11, 2018 | 18 | 82 | 1 |
|  |  |  |  |
| c. Show some users, but not others, more of their friends’ happy posts and fewer of their sad posts |  |  |  |
| May 29-Jun 11, 2018 | 21 | 78 | 1 |
|  |  |  |  |

**ASK ALL:**

SM9 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? **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very well | Somewhat well | Not too well | Not at all well | No Answer |
| a. Social media helps give a voice to underrepresented groups |  |  |  |  |  |
| May 29-Jun 11, 2018 | 17 | 48 | 25 | 9 | 1 |
|  |  |  |  |  |  |
| b. Social media distracts people from issues that are truly important |  |  |  |  |  |
| May 29-Jun 11, 2018 | 35 | 42 | 16 | 5 | 1 |
|  |  |  |  |  |  |
| c. Social media highlights important issues that might not get a lot of attention otherwise |  |  |  |  |  |
| May 29-Jun 11, 2018 | 16 | 48 | 26 | 9 | 1 |
|  |  |  |  |  |  |
| d. Social media makes it easier to hold powerful people accountable for their actions |  |  |  |  |  |
| May 29-Jun 11, 2018 | 15 | 42 | 28 | 14 | 1 |
|  |  |  |  |  |  |
| e. Social media makes people think they are making a difference when they really aren’t |  |  |  |  |  |
| May 29-Jun 11, 2018 | 28 | 43 | 21 | 6 | 1 |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

SM10 Have you done any of the following activities on social media in the past year? **[RANDOMIZE]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Have done this in the past year | Have not done this in the past year | No Answer |
| a. Changed your profile picture to show your support for a cause |  |  |  |
| May 29-Jun 11, 2018 | 19 | 80 | 1 |
|  |  |  |  |
| b. Used hashtags related to a political or social issue |  |  |  |
| May 29-Jun 11, 2018 | 15 | 84 | 1 |
|  |  |  |  |
| c. Taken part in a group that shares an interest in an issue or cause |  |  |  |
| May 29-Jun 11, 2018 | 36 | 63 | 1 |
|  |  |  |  |
| d. Encouraged others to take action on issues that are important to you |  |  |  |
| May 29-Jun 11, 2018 | 33 | 66 | 1 |
|  |  |  |  |
| e. Looked for information about rallies or protests happening in your area |  |  |  |
| May 29-Jun 11, 2018 | 20 | 80 | 1 |
|  |  |  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

SM11 In the past year, have you changed your views about a political or social issue because of something you saw on social media?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 15 | Have changed my views |
| 84 | Have not changed my views |
| 1 | No Answer |
|  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

**[RANDOMIZE ORDER OF SM12 AND SM13]**

SM12 How important, if at all, is social media to you PERSONALLY when it comes to the following things? **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very important | Somewhat important | Not very important | Not important at all | No Answer |
| a. Finding other people who share your views about important issues |  |  |  |  |  |
| May 29-Jun 11, 2018 | 13 | 29 | 30 | 27 | 1 |
|  |  |  |  |  |  |
| b. Getting involved with political or social issues that are important to you |  |  |  |  |  |
| May 29-Jun 11, 2018 | 12 | 28 | 28 | 32 | 1 |
| **SM12 CONTINUED…** |  |  |  |  |  |
|  | Very important | Somewhat important | Not very important | Not important at all | No Answer |
| c. Giving you a venue to express your political opinions |  |  |  |  |  |
| May 29-Jun 11, 2018 | 12 | 25 | 27 | 36 | 1 |
|  |  |  |  |  |  |

**ASK ALL:**

**[RANDOMIZE ORDER OF SM12 AND SM13]**

SM13 In general, how important, if at all, do you think social media is today when it comes to the following things **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very important | Somewhat important | Not very important | Not important at all | No Answer |
| a. Getting elected officials to pay attention to issues |  |  |  |  |  |
| May 29-Jun 11, 2018 | 23 | 46 | 20 | 10 | 1 |
|  |  |  |  |  |  |
| b. Influencing policy decisions |  |  |  |  |  |
| May 29-Jun 11, 2018 | 15 | 43 | 29 | 12 | 1 |
|  |  |  |  |  |  |
| c. Creating sustained movements for social change |  |  |  |  |  |
| May 29-Jun 11, 2018 | 21 | 46 | 22 | 10 | 1 |
|  |  |  |  |  |  |

**ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:**

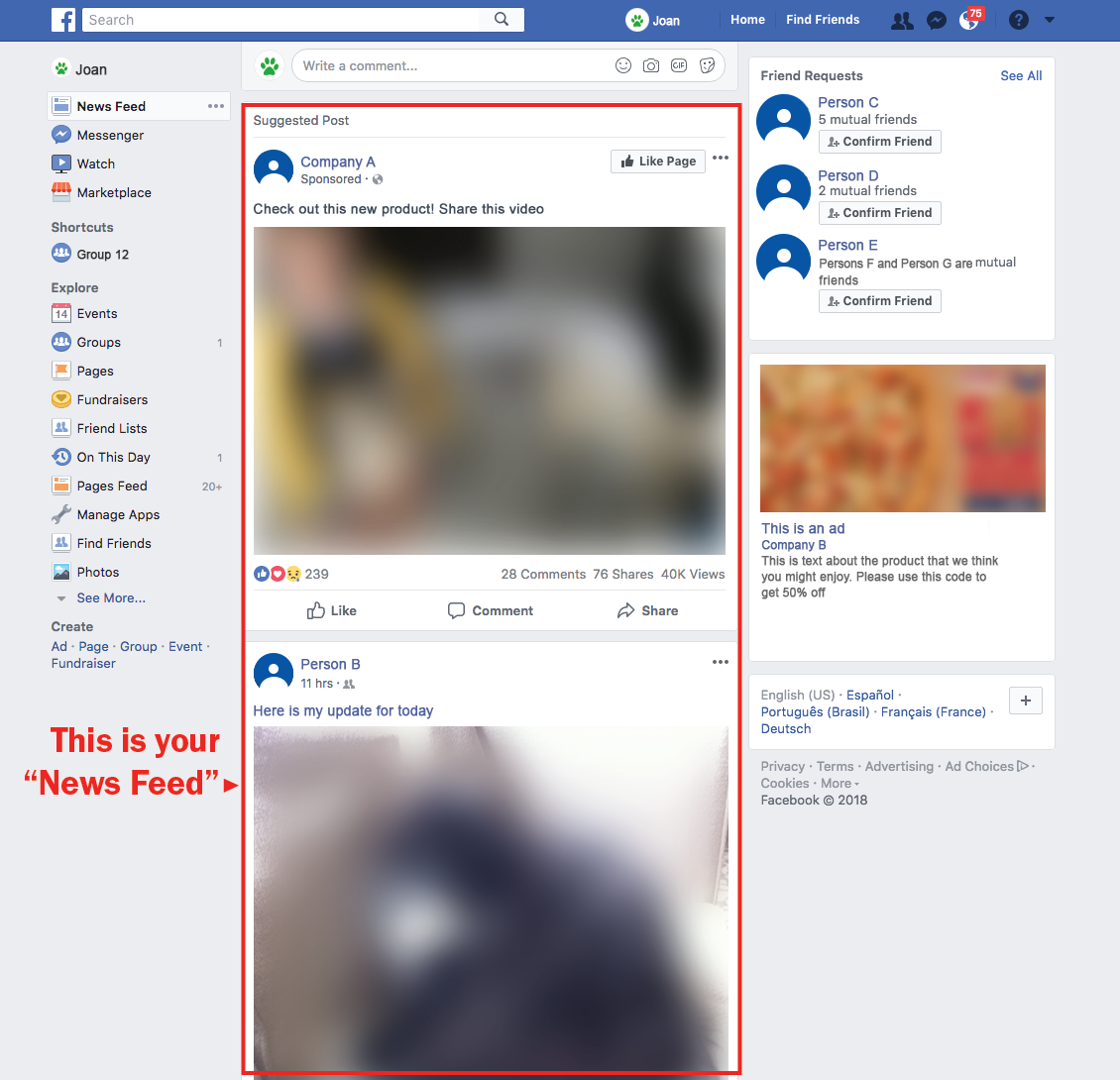
SM14 Thinking about the content you SEE on social media, approximately how much content would you say is about… **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | A great deal | Some | Only a little | None | No Answer |
| a. Race or race relations |  |  |  |  |  |
| May 29-Jun 11, 2018 | 37 | 36 | 18 | 8 | 1 |
|  |  |  |  |  |  |
| b. Sexual harassment or assault |  |  |  |  |  |
| May 29-Jun 11, 2018 | 29 | 36 | 24 | 10 | 1 |
|  |  |  |  |  |  |
| c. Gun control or gun violence |  |  |  |  |  |
| May 29-Jun 11, 2018 | 42 | 35 | 16 | 7 | 1 |
|  |  |  |  |  |  |
| d. Immigration |  |  |  |  |  |
| May 29-Jun 11, 2018 | 27 | 39 | 23 | 10 | 1 |
|  |  |  |  |  |  |

**ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:**

FB1 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.



|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 14 | Very well |
| 32 | Somewhat well |
| 33 | Not very well |
| 20 | Not well at all |
| 1 | No Answer |
|  |  |

**ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:**

FB2 How many of the posts that appear in your Facebook News Feed would you say are interesting and relevant to you?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 3 | Almost all of them |
| 18 | Most of them |
| 67 | Some of them |
| 11 | None of them |
| 1 | No Answer |
|  |  |

**ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:**

FB3a How much control do you think users have over the content that appears in their Facebook News Feed?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 14 | A lot |
| 57 | A little |
| 28 | None |
| 1 | No Answer |
|  |  |

**ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:**

FB3b Have you ever intentionally tried to influence or change the content you see on your Facebook News Feed?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 36 | Yes |
| 63 | No |
| 1 | No Answer |
|  |  |

**ASK IF YES TO FB3b (FB3b=1) [N=1,219]:**

FB3c What actions have you taken to try and influence what shows up in your Facebook News Feed? **[RANDOMIZE 1-5, ITEM 6 ALWAYS LAST]**

*[Check all that apply]*

|  |  |  |
| --- | --- | --- |
|  | Selected | Not Selected/  No Answer |
| 1. Friended or unfriended certain people |  |  |
| May 29- Jun 11, 2018 | 73 | 27 |
|  |  |  |
| 2. Liked, shared or commented on certain types of content |  |  |
| May 29- Jun 11, 2018 | 70 | 30 |
|  |  |  |
| 3. Indicated that you wanted to see less of certain people or types of content |  |  |
| May 29- Jun 11, 2018 | 76 | 24 |
|  |  |  |
| 4. Changed your privacy settings or ad preferences |  |  |
| May 29- Jun 11, 2018 | 70 | 30 |
|  |  |  |
| 5. Followed or unfollowed certain groups or organizations |  |  |
| May 29- Jun 11, 2018 | 81 | 19 |
|  |  |  |
| 6. Something else (SPECIFY) |  |  |
| May 29- Jun 11, 2018 | 6 | 94 |
|  |  |  |

**ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:**

FB4 How often does Facebook show you posts that remind you of a… **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Frequently | Sometimes | Hardly ever | Never | No Answer |
| a. HAPPY time in your life |  |  |  |  |  |
| May 29-Jun 11, 2018 | 24 | 56 | 13 | 7 | \* |
|  |  |  |  |  |  |
| b. SAD time in your life |  |  |  |  |  |
| May 29-Jun 11, 2018 | 5 | 37 | 39 | 18 | 1 |
|  |  |  |  |  |  |

**ASK IF FACEBOOK USER (SNSa=1) [N=3,413]:**

FB5 In the past year, have you done any of the following things? **[RANDOMIZE]**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Have done this in the past year | Have not done this in the past year | No Answer |
| a. Taken a break from checking Facebook for a period of several weeks or more |  |  |  |
| May 29-Jun 11, 2018 | 42 | 58 | \* |
|  |  |  |  |
| b. Deleted the Facebook app from your phone |  |  |  |
| May 29-Jun 11, 2018 | 26 | 74 | 1 |
|  |  |  |  |
| c. Adjusted your Facebook privacy settings |  |  |  |
| May 29-Jun 11, 2018 | 54 | 46 | 1 |
|  |  |  |  |
| d. Downloaded all the personal data Facebook has collected about you |  |  |  |
| May 29-Jun 11, 2018 | 9 | 91 | 1 |
|  |  |  |  |

**ASK IF YOUTUBE USER (SNSh=1) [N=3,101]:**

YT1 Now thinking specifically about how you use YOUTUBE…

How important to you are videos on YouTube when it comes to... **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very important | Somewhat important | Not very important | Not important at all | No Answer |
| a. Understanding things that are happening in the world |  |  |  |  |  |
| May 29-Jun 11, 2018 | 19 | 34 | 28 | 18 | 1 |
|  |  |  |  |  |  |
| b. Figuring out how to do things you haven’t done before |  |  |  |  |  |
| May 29-Jun 11, 2018 | 51 | 35 | 8 | 5 | 1 |
|  |  |  |  |  |  |
| c. Deciding whether you should buy a particular product or not |  |  |  |  |  |
| May 29-Jun 11, 2018 | 19 | 36 | 25 | 20 | 1 |
| **YT1 CONTINUED…** |  |  |  |  |  |
|  | Very important | Somewhat important | Not very important | Not important at all | No Answer |
| d. Just passing the time |  |  |  |  |  |
| May 29-Jun 11, 2018 | 28 | 40 | 21 | 10 | 1 |
|  |  |  |  |  |  |

**ASK IF YOUTUBE USER (SNSh=1) [N=3,101]:**

YT2 When you watch videos on YouTube, do you also watch the recommended videos that appear alongside the video you are watching?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 15 | Yes, regularly |
| 66 | Yes, on occasion |
| 19 | No |
| \* | No Answer |
|  |  |

**ASK IF YOUTUBE USER (SNSh=1) [N=3,101]:**

YT3 How often, if ever, do you notice videos on YouTube that… **[RANDOMIZE]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Frequently | Sometimes | Hardly ever | Never | No Answer |
| a. Seem obviously false or untrue |  |  |  |  |  |
| May 29-Jun 11, 2018 | 15 | 48 | 23 | 12 | 1 |
|  |  |  |  |  |  |
| b. Are abusive or demeaning towards others |  |  |  |  |  |
| May 29-Jun 11, 2018 | 11 | 32 | 37 | 19 | 1 |
|  |  |  |  |  |  |
| c. Show people engaging in dangerous or troubling behaviors |  |  |  |  |  |
| May 29-Jun 11, 2018 | 19 | 42 | 25 | 14 | 1 |
|  |  |  |  |  |  |

**ASK IF PARENT OF CHILD AGE 0-11 [N=787]:**

YT4 How often do you let your child or children age 11 or younger watch videos on YouTube?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 31 | Regularly |
| 43 | On occasion |
| 17 | Never |
| 8 | I do not have any children age 11 or younger |
| \* | No Answer |
|  |  |

**ASK IF YES TO YT4 (YT4=1,2) [N=599]:**

YT5 Has your child ever encountered content on YouTube that you thought was unsuitable for children?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 61 | Yes |
| 37 | No |
| 2 | No Answer |
|  |  |

**[RANDOMLY ASSIGN PARTICIPANTS TO RECEIVE ONE OF THE FOLLOWING TWO VIGNETTES (V1=1 OR V1=2)]**

**ASK IF V1=1 [N=2,279]:**

V1Q1 Next, please think about the following situation…

Companies have developed automated programs to calculate a new type of personal finance score, similar to a credit score. These programs collect information from many different sources about people’s behavior and personal characteristics – such as their online habits or the products and services they use. They then assign people an automated score that helps businesses decide whether to offer them loans, special offers or other services.

How FAIR do you think this type of program would be to consumers?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 6 | Very fair |
| 27 | Somewhat fair |
| 33 | Not very fair |
| 33 | Not fair at all |
| 1 | No Answer |
|  |  |

**ASK IF V1=1 [N=2,279]:**

V1Q2 How EFFECTIVE do you think this type of program would be at identifying people who would be good customers?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 14 | Very effective |
| 41 | Somewhat effective |
| 30 | Not very effective |
| 15 | Not effective at all |
| 1 | No Answer |
|  |  |

**ASK IF V1=1 [N=2,279]:**

V1Q3 Do you think it is acceptable or not for companies to use this type of program?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 31 | Acceptable |
| 68 | Not acceptable |
| 1 | No Answer |
|  |  |

**ASK IF V1Q3=1,2 [N=2,257]:**

V1Q4 Why do you think this is **[IF V1Q3=2** “not”**]** acceptable?

**[OPEN-END RESPONSES NOT SHOWN]**

**ASK IF V1=2 [N=2,315]:**

V2Q1 Next, please think about the following situation…

Companies have developed automated programs to calculate a new type of criminal risk score for people in prison who may qualify for parole. These programs collect information from many sources about a person’s past behavior and personal characteristics. They then compare this data to others who have been convicted of crimes, and assign a score that helps decide whether someone should be released on parole or not.

How FAIR do you think this type of program would be to people in parole hearings?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 10 | Very fair |
| 41 | Somewhat fair |
| 32 | Not very fair |
| 17 | Not fair at all |
| 1 | No Answer |
|  |  |

**ASK IF V1=2 [N=2,315]:**

V2Q2 How EFFECTIVE do you think this type of program would be at identifying people who are deserving of parole from prison?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 8 | Very effective |
| 40 | Somewhat effective |
| 36 | Not very effective |
| 15 | Not effective at all |
| 1 | No Answer |
|  |  |

**ASK IF V1=2 [N=2,315]:**

V2Q3 Do you think it is acceptable or not for the criminal justice system to use this type of program?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 42 | Acceptable |
| 56 | Not acceptable |
| 2 | No Answer |
|  |  |

**ASK IF V2Q3=1,2 [N=2,268]:**

V2Q4 Why do you think this is **[IF V2Q3=2** “not”**]** acceptable?

**[OPEN-END RESPONSES NOT SHOWN]**

**[RANDOMLY ASSIGN PARTICIPANTS TO RECEIVE ONE OF THE FOLLOWING TWO VIGNETTES (V2=3 OR V2=4)]**

**ASK IF V2=3 [N=2,320]:**

V3Q1 Next, please think about the following situation…

In an effort to improve the hiring process, some companies are now recording interviews with job candidates. These videos are analyzed by a computer, which matches the characteristics and behavior of candidates with traits shared by successful employees. Candidates are then given an automated score that helps the firm decide whether or not they might be a good hire.

How FAIR do you think this type of program would be to people applying for jobs?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 6 | Very fair |
| 27 | Somewhat fair |
| 39 | Not very fair |
| 27 | Not fair at all |
| 1 | No Answer |
|  |  |

**ASK IF V2=3 [N=2,320]:**

V3Q2 How EFFECTIVE do you think this type of program would be at identifying good job candidates?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 6 | Very effective |
| 33 | Somewhat effective |
| 38 | Not very effective |
| 21 | Not effective at all |
| 2 | No Answer |
|  |  |

**ASK IF V2=3 [N=2,320]:**

V3Q3 Do you think it is acceptable or not for companies to use this type of program when hiring job candidates?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 32 | Acceptable |
| 67 | Not acceptable |
| 1 | No Answer |
|  |  |

**ASK IF V3Q3=1,2 [N=2,296]:**

V3Q4 Why do you think this is **[IF V3Q3=2** “not”**]** acceptable?

**[OPEN-END RESPONSES NOT SHOWN]**

**ASK IF V2=4 [N=2,274]:**

V4Q1 Next, please think about the following situation…

In an effort to improve the hiring process, some companies are now using computers to screen resumes. The computer assigns each candidate an automated score based on the content of their resume, and how it compares with resumes of employees who have been successful. Only resumes that meet a certain score are sent to a hiring manager for further review.

How FAIR do you think this type of program would be to people applying for jobs?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 8 | Very fair |
| 35 | Somewhat fair |
| 34 | Not very fair |
| 23 | Not fair at all |
| 1 | No Answer |
|  |  |

**ASK IF V2=4 [N=2,274]:**

V4Q2 How EFFECTIVE do you think this type of program would be at identifying good job candidates?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 8 | Very effective |
| 39 | Somewhat effective |
| 34 | Not very effective |
| 18 | Not effective at all |
| 1 | No Answer |
|  |  |

**ASK IF V2=4 [N=2,274]:**

V4Q3 Do you think it is acceptable or not for companies to use this type of program when hiring job candidates?

|  |  |
| --- | --- |
| May 29-  Jun 11  2018 |  |
| 41 | Acceptable |
| 57 | Not acceptable |
| 2 | No Answer |
|  |  |

**ASK IF V4Q3=1,2 [N=2,240]:**

V4Q4 Why do you think this is **[IF V4Q3=2** “not”**]** acceptable?

**[OPEN-END RESPONSES NOT SHOWN]**