Advertising Standards Authority – Online Ad Labelling: Final Questionnaire

DETAILS ABOUT CELLS
CELL 1: MOBILE/TABLET ONLY, 13-17 (n=150), 18+ (n=400)
CELL 2: MOBILE/TABLET ONLY, 13-17 (n=150), 18+ (n=400)
CELL 3: MOBILE/TABLET ONLY, 18+ (n=400)
CELL 4: MOBILE/TABLET ONLY, 18+ (n=400)
CELL 5: PC/LAPTOP ONLY, 18+ (n=400)

ASK ALL
SINGLE RESPONSE

What is your date of birth?

YEAR
    1910
    …
    2015
MONTH
1. January
2. February
3. March
4. April
5. May
6. June
7. July
8. August
9. September
10. October
11. November
12. December

ASK ALL
SINGLE RESPONSE

Which of the following describes how you think of yourself?
1. Male
2. Female
3. In another way
4. Prefer not to answer

ASK ALL
SINGLE RESPONSE

Which **ONE** of these regions do you live in?

South West	1
South East	2
Greater London	3
West Midlands	4
East Midlands	5
Wales	6
East Anglia	7
North East	8
Yorkshire and Humberside	9
North West	10
Scotland	11
Northern Ireland	12

ASK ALL
SINGLE RESPONSE

Are you the one in your household who has the highest income?
1. Yes
2. Yes, together with another household member
3. No

<u>The next question may be considered personal, but it is not mandatory to answer. If you do, we assure you that your responses will be kept strictly confidential and used for research purposes only.</u>

ASK ALL
SINGLE RESPONSE

What is your ethnic group?

1. English / Welsh / Scottish / Northern Irish / British
2. Irish
3. Gypsy or Irish Traveller
4. Any other White background
5. White and Black Caribbean
6. White and Black African
7. White and Asian
8. Any other Mixed / multiple ethnic background
9. Indian
10. Pakistani
11. Bangladeshi
12. Chinese
13. Any other Asian background
14. African
15. Caribbean
16. Any other Black / African / Caribbean background
17. Arab
18. Any other ethnic group, please write in _____
19. Prefer not to answer

ASK ALL
SINGLE RESPONSE

Are you the parent or legal guardian of a child aged 13-17?

1. Yes
2. No

INTERNET USAGE (PT. 1)

ASK ALL
RANDOMISE
MULTI RESPONSE

Q1. Which, if any, of the following websites/apps have you visited in the last month?

Daily Star (dailystar.co.uk)	1
Evening Standard (standard.co.uk)	2
Daily Express (express.co.uk)	3
The I (inews.co.uk)	4
Independent (independent.co.uk)	5
Daily Mail (dailymail.co.uk)	6
Metro (metro.co.uk)	7
Daily Mirror (mirror.co.uk)	8
The Sun (thesun.co.uk)	9
The Guardian (theguardian.com)	10
The Daily Telegraph (telegraph.co.uk)	11
Buzzfeed (buzzfeed.com)	12
The Huffington Post (huffingtonpost.co.uk)	13
BBC News (bbc.co.uk)	15
Vice (vice.com)	16
Financial Times (ft.com)	17
Any other news website (please specify)	18
None of these	19

ASK ALL
SINGLE RESPONSE

Q2. Which best describes your use of the internet (such as visiting websites, looking at social media, sending emails)?

Multiple times an hour	1
Around once an hour	2
Every 2-3 hours	3
Several times a day	4
Around once a day	5
4 or 5 times a week	6
2 or 3 times a week	7
Around once a week	8
Less than once a week	9
Never	10

Q3. Which device do you use **most often** to access the internet? Please select the **one** device you use most often.

Tablet	1
Smartphone	2
Laptop	3
PC/Desktop	4
Smartwatch	5
Smart TV	6
Something else (please tell us what)	7

Q4. Which of the following best describes how often you access…?

DOWN THE SIDE

Facebook	A
Instagram	B
Twitter	C
Snapchat	D
YouTube	E
Other social media sites/apps	F
News websites	G

ACROSS THE TOP

Multiple times an hour	1
Around once an hour	2
Every 2-3 hours	3
Several times a day	4
Around once a day	5
4 or 5 times a week	6
2 or 3 times a week	7
Around once a week	8
2 or 3 times a month	9
Around once a month	10
Less often than once a month	11
Never	12

INFLUENCER STIMULUS EXPOSURE (PT. 1)

Please look at the following 6 images, which will be shown on your screen for a few seconds. You will be asked some questions about the images. For some of the images you will need to scroll down the page to see the entire image.

SHOW IMAGE FOR 10 SECONDS

ASK THOSE IN CELLS 1, 2, 3, 4 (MOBILE/TABLET CELLS)
SINGLE RESPONSE

QINF1. How often, if at all, do you see posts like this?

Always	1
Very often	2
Sometimes	3
Rarely	4
Never	5

ASK THOSE IN CELLS 1, 2, 3, 4 (MOBILE/TABLET CELLS)
SINGLE RESPONSE

QINF3. Please slide the bar to where you think the image you have just seen sits.

[SHOW A 10-POINT SCALE]
1 = Definitely NOT an advert
10 = Definitely IS an advert

ASK THOSE IN CELLS 1, 2, 3, 4 (MOBILE/TABLET CELLS)
SINGLE RESPONSE

QINF2. How likely, if at all, would you be to like, share or comment on this type of post?

Very likely	1
Likely	2
Neither likely nor unlikely	3
Unlikely	4
Very unlikely	5

QINF1, QINF3 and QINF2 were repeated a further five times for each respondent; one per stimulus

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CLICKBAIT STIMULUS EXPOSURE PT. 1

ASK THOSE IN CELL 5 (PC/LAPTOP CELL)

Please look at the following 5 images. You will be asked some questions about the images. For some of the images you will need to scroll down the page to see the entire image.

ASK THOSE IN CELL 5 (PC/LAPTOP CELL)

QCB1. Do you see any advertising on this page?

Yes	1
No	2
Don't know	3

ASK THOSE IN CELL 5 WHO ANSWERED 'YES' AT QCB1

QCB2. You have said that you can see advertising on this page. Please click on **every** advert you can see on the next page. If you need to, you can zoom in and navigate on the image using the tool provided.

QCB1 and QCB2 were repeated a further four times for each respondent; one per stimulus

ASK ALL
RANDOMISE
MULTI RESPONSE

Q5. Which, if any, of the following types of content do you regularly read about online? When answering, please consider the websites, apps, videos, social media accounts and anything else you access.

Please select all that apply.

News	1
Sport	2
Fashion	3
Lifestyle	4
Home/DIY/Gardening	5
Comedy	6
Showbiz	7
TV/Film	8
Music	9
Finance	10
Blogs	11
Health and beauty	13
Parenting	14
Other	15

INFLUENCER STIMULUS EXPOSURE (PT. 2)

As you did before, please look at the following 6 images, which will be shown on your screen for a few seconds. You will be asked some questions about the images. For some of the images you will need to scroll down the page to see the entire image.

SHOW IMAGE FOR 10 SECONDS

ASK THOSE IN CELLS 1, 2, 3, 4 (MOBILE/TABLET CELLS)
SINGLE RESPONSE

QINF1_1. How often, if at all, do you see posts like this?

Always	1
Very often	2
Sometimes	3
Rarely	4
Never	5

ASK THOSE IN CELLS 1, 2, 3, 4 (MOBILE/TABLET CELLS)
SINGLE RESPONSE

QINF3_1. Please slide the bar to where you think the image you have just seen sits.
[SHOW 10-POINT SCALE]
1 = Definitely NOT an advert
10 = Definitely IS an advert

ASK THOSE IN CELLS 1, 2, 3, 4 (MOBILE/TABLET CELLS)
SINGLE RESPONSE

QINF2_1. How likely, if at all, would you be to like, share or comment on this type of post?

Very likely	1
Likely	2
Neither likely nor unlikely	3
Unlikely	4
Very unlikely	5

QINF1_1, QINF3_1 and QINF2_1 were repeated a further five times for each respondent; one per stimulus

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CLICKBAIT STIMULUS EXPOSURE PT. 2

ASK THOSE IN CELL 5 (PC/LAPTOP CELL)

As you did before, please look at the following 5 images. You will be asked some questions about the images. For some of the images you will need to scroll down the page to see the entire image.

REFER TO MEDIA FILE, WHICH SAYS WHICH IMAGES ARE SHOWN TO EACH CELL

ASK THOSE IN CELL 5 (PC/LAPTOP CELL)
SINGLE RESPONSE

QCB1_1. Do you see any advertising on this page?

Yes	1
No	2
Don't know	3

QCB2_1. You have said that you can see advertising in the post below. Please click on every advert you can see on the next page. If you need to, you can zoom in and navigate on the image using the tool provided.

QCB1_1 and QCB2_2 were repeated a further four times for each respondent; one per stimulus

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INFLUENCER QUESTIONS PT. 1

For the next few questions, we'd like you to think about different types of **posts** that you may see on social media and other types of websites/apps (e.g. Facebook, Instagram, Twitter, YouTube, etc.).

Q6. Of the following, who do you tend to interact with on social media? (By interact, we mean follow, like, retweet, comment, etc).
Please select all that apply.

Family	1
Friends	2
Colleagues	3
Other people you know	4
Social media influencers	5
Vloggers/Bloggers	6
Brands	7
Sportsmen/Sportswomen/Teams	8
Singers/Bands/Musicians	9
Journalists	10
Other Celebrities/well known people	11
Other (please specify)	12

Q7. Before today, do you recall seeing the below word or phrase on social media posts? They could be written with a hashtag (#).

Ad	1
Advert	2
Advertisement	3
Sp	4
Spon	5
Sponsored	6
Sponsorship	7
Collab	8
Collaboration	9
Paid Partnership	10
Brand Ambassador	11
Gifted	12
Paid Ad	13
Affiliate	14

ANSWER CODES

Yes	1
No	2
Don't know	3

ASK THOSE IN CELLS 1, 2, 3, 4 WHO ANSWERED 'YES' FOR ANY C. 1-14 AT Q7

Q8. How confident, if at all, would you feel explaining what each of the following words mean when displayed on social media?

[SHOW ONE WORD/PHRASE THAT THEY SELECTED (C. 1) AT Q7]
INCLUDE 10 POINT SLIDING BAR WITH LABELS:
LEFT: Not at all confident
RIGHT: Extremely confident

Q9. Thinking specifically about posts on social media, please explain in your own words what the following word or phrase means:

[INSERT WORD/PHRASE SELECTED (C. 1) AT Q7]

CLICKBAIT QUESTIONS

For the next few questions, we'd like you to think about different types of **articles** that you may see on news websites.

ASK THOSE IN CELL 5 WHO SELECTED C. 1-18 AT Q1
RANDOMISE CODES

Q10. Before today, do you recall seeing the below word or phrase on news websites?

Sponsored	1
Sponsored Links	2
Sponsored Stories	3
Sponsored Recommendations	4
From the Web	5
Recommended for you	6
Promoted links from around the web	7
Promoted Stories	8
You may like	9

ANSWER CODES

Yes	1
No	2
Don't know	3

ASK CELL 5 WHO SELECTED C. 1-18 AT Q1 AND C. 1 'YES' FOR ANY C. 1-9 AT Q10

Q11. How confident, if at all, would you feel explaining what each of the following words mean when displayed on news websites?

Once you've selected your answer, please select "Next"

[SHOW ONE WORD/PHRASE THAT THEY SELECTED (C. 1) AT Q10]
INCLUDE 10 POINT SLIDING BAR WITH LABELS:
LEFT: Not at all confident
RIGHT: Extremely confident

ASK CELL 5 WHO SELECTED C. 1-18 AT Q1 AND C. 1 (YES) FOR ANY C. 1-9 AT Q10

Q12. What does the below word or phrase mean to you when seen on a news website?

[INSERT WORD/PHRASE SELECTED (C. 1) AT Q10]

INFLUENCER QUESTIONS PT. 2

SHOW INTRO TEXT TO THOSE IN CELL 5 ONLY

INTRO TEXT
For the next few questions, we'd like you to think about different types of posts that you may see on social media and other types of websites/apps (e.g. Facebook, Instagram, Twitter, YouTube, etc.).

ASK ALL RESPONDENTS
SINGLE RESPONSE

Q13. Sometimes celebrities and other people with large social media followings are given or loaned products for free by companies in the hope that the person might mention them in their posts.

Before today, were you aware of this happening?

Yes, I definitely knew about this	1
Yes, I think so	2
I thought this might happen, but I wasn't sure	3
No, I didn't know this happened	4

ASK ALL RESPONDENTS
SINGLE RESPONSE

Q14. Sometimes celebrities and other people with large social media followings are paid by companies to post about their products in a positive way on social media.
Before today, were you aware of this happening?

Yes, I definitely knew about this	1
Yes, I think so	2
I thought this might happen, but I wasn't sure	3
No, I didn't know this happened	4

ASK ALL RESPONDENTS WHO USE SOCIAL MEDIA (C. 1-11 AT Q4 FOR A-F)
SINGLE RESPONSE

Q15. Do you currently follow anyone who you think is either paid to promote, or given/loaned products to promote on social media?

Yes, I think I do follow people who do this	1
No, I don't think I follow anyone who does this	2
I'm not sure	3

We are now going to describe the types of posts you might come across on social media. Please let us know which words or phrases best explains the type of post we describe.

Q17. Please look at the scenario explained below. Please let us know which word you would use to best describe this type of social media post.

Please select one answer only. Once you've selected your answer, please select "Next"

RANDOMISE

A reality TV star who posts about fashion buys herself a new handbag. She decides to post a picture of herself with the bag on her Instagram account and tags the brand's Instagram name in the post.	1
A cricketer is sent a free mobile phone worth £1,000 from a technology company. The cricketer posts about it on his Instagram account, including a photo of the phone and a mention of the brand's Instagram account.	2
A food blogger agrees to promote a brand of yoghurt. She is paid by the company and her contract with them requires her to post pictures of herself eating the yoghurt and saying how tasty it is.	3
A beauty blogger buys makeup online and posts about it on Twitter, along with the brand's Twitter name and a link to its website. The blogger receives a small percentage of the sale price if someone follows this link and makes a purchase.	4
A celebrity is given a car worth £60,000 by the manufacturer. He posts about it on his Instagram account, with photos of himself standing next to the car. In his posts he thanks the manufacturer and links to their Instagram account.	5
A well-known footballer gets a pair of football boots from his sponsor, a famous sports brand. He posts a picture of the boots with the brand's motto in a hashtag.	6

SINGLE RESPONSE
RANDOMISE

Normal post (not an advert)	1
Sponsored post	2
Affiliate post	3
Collaboration	4
Advert	5
Other (please specify)	6
Don't know	7