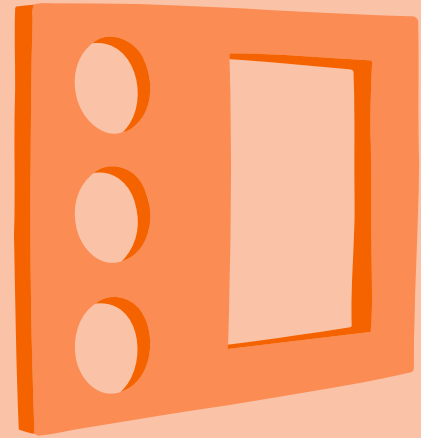


# Survey methodology



**By Tamar Wilner, Talia Stroud,  
and Eli Pariser**

In order to analyze what platforms people use and the platforms' performance on the identified civic signals, and to quantify the importance people ascribe to these signals, we fielded a cross-national survey.

The survey was administered by YouGov on behalf of Civic Signals with funding from the Omidyar Network. A total of 22,112 adults were surveyed across 20 countries, between November 27 and December 17, 2019. The survey was conducted online with members of YouGov's survey panel. YouGov has over 6 million panelists across 38 countries. Panel members are recruited from a host of different sources, including via standard advertising, strategic partnerships with a broad range of websites, and refer-a-friend programs. YouGov's general population samples are selected from its panel to match the distribution of demographics and other characteristics in the adult population of each country, including: age, gender, and region. Data were weighted to targets based on census/industry accept-

ed data in each market. In each country, the weighting characteristics included age and gender, and in some countries also included some combination of education, region, social grade or social economic class, ethnicity or race, and city type.

in this market. Countries were chosen to represent all continents and to cover a range of both emerging and long-standing digital markets.

Approximately 1,000 adults were interviewed in each country. Note that closer to 2,000 were interviewed in Germany because that is the standard size that YouGov offers

### Country sample sizes

Argentina	1009	Mexico	1010
Australia	1089	Norway	1004
Brazil	1004	Poland	1002
Canada	1015	Romania	1009
France	1023	Singapore	1061
Germany	2115	South Africa	1008
Ireland	1038	South Korea	1013
Italy	1045	Sweden	1024
Japan	1128	United Kingdom	1085
Malaysia	1122	United States	1308

The study was reviewed and approved by the Office of Research Support at the University of Texas at Austin.

# Survey instrument

The survey questions are listed below. Not all respondents were asked all questions. The questions were asked as follows:

- Q1 was asked of all participants.
- Q2 was asked of all participants who selected more than one search engine, more than one social media platform, and/or more than one messaging platform at Q1. For whichever condition was met, Q2 displayed the platforms chosen at Q1.
- After this, respondents saw a maximum of three modules.
- All those who selected at least one social media platform at Q1 saw the Social Module.
- All those who selected at least one messaging platform at Q1 saw the Messaging Module.
- Respondents were randomly allocated to seeing either the Search Module or the Open Module. If they did not qualify for either the Social or Messaging Module, they then saw both the Search and the Open Modules.
- The module order was randomized for the Social, Messaging, and Search Modules, but the Open Module was always the last part of the survey before the demographics.
- Within the Open Module, participants saw Q6's social media component only if they were shown the Social Module.

- Within the Open Module, participants saw Q6's messaging component only if they were shown the Messaging Module.
- The module names were not displayed to participants. All words in brackets are instructions carried out automatically by the survey software.

## I. Introductory module

Q1. Which of the following, if any, do you use in a typical week? Please select all that apply.

### Search Engines

- <1> Bing
- <2> Google
- <3> Yahoo

### Social Media

- <4> Facebook
- <5> Instagram
- <6> LinkedIn
- <7> Pinterest
- <8> Reddit
- <9> Twitter
- <10> YouTube

### Messaging

- <11> Facebook Messenger
- <12> Kakao Talk
- <13> Snapchat
- <14> Telegram
- <15> WhatsApp

<99> I don't use any of these

Q2. Which do you use most frequently?  
Please select one per section.

## II. Social module

Q3\_social. Which of the following do you think it is **important** for [INSERT SOCIAL SITE FROM Q2] to do? Please select all that apply.

[RANDOMIZE ORDER THE FIRST TIME THE QUESTION IS ASKED AND MAINTAIN THROUGHOUT THE SURVEY, FIX 15 AND 16 AT THE BOTTOM]

1. Give everyone a chance to share their thoughts, regardless of their background
2. Encourage people to treat others humanely
3. Promote thoughtful conversation
4. Give the public access to people in power, such as those at companies and in governments
5. Give people the chance to feel connected to other people and groups
6. Provide opportunities for different groups to interact
7. Help communities recover after crisis
8. Strengthen people's connections to their local area
9. Provide information about issues that concern people
10. Show reliable information
11. Help people become informed citizens
12. Give people the opportunity to get involved in addressing society's problems
13. Ensure that people feel safe
14. Keep people's information secure
15. Other (please specify)
16. None of these

Q4\_social. Which of the following do you think [INSERT SOCIAL SITE FROM Q2] does **well** at? Please select all that apply.

[MAINTAIN RANDOMIZATION FROM Q4, FIX 15 AT THE BOTTOM]

1. Giving everyone a chance to share their thoughts, regardless of their background
2. Encouraging people to treat others humanely
3. Promoting thoughtful conversation
4. Giving the public access to people in power, such as those at companies and in governments
5. Giving people the chance to feel connected to other people and groups
6. Providing opportunities for different groups to interact
7. Helping communities recover after a crisis
8. Strengthening people's connections to their local area
9. Providing information about issues that concern people
10. Showing reliable information
11. Helping people become informed citizens
12. Giving people the opportunity to get involved in addressing society's problems
13. Ensuring that people feel safe
14. Keeping people's information secure
15. None of these

Q5\_social. And which of the following do you think [INSERT SOCIAL SITE FROM Q2] does **poorly** at? Please select all that apply.

[show options 1-14 that were not checked in Q5; display 'None of the above' last]

## III. Messaging module

Q3\_message. Which of the following do you think it is **important** for [INSERT MESSAGE SITE FROM Q2] to do? Please select all that apply.

[RANDOMIZE ORDER FOR FIRST TIME  
THE QUESTION IS ASKED AND MAINTAIN  
THROUGHOUT THE SURVEY, FIX 15 AND 16  
AT THE BOTTOM]

1. Give everyone a chance to share their thoughts, regardless of their background
2. Encourage people to treat others humanely
3. Promote thoughtful conversation
4. Give the public access to people in power, such as those at companies and in governments
5. Give people the chance to feel connected to other people and groups
6. Provide opportunities for different groups to interact
7. Help communities recover after crisis
8. Strengthen people's connections to their local area
9. Provide information about issues that concern people
10. Show reliable information
11. Help people become informed citizens
12. Give people the opportunity to get involved in addressing society's problems
13. Ensure that people feel safe
14. Keep people's information secure
15. Other (please specify)
16. None of these

Q4\_message. Which of the following do you think **[INSERT MESSAGE SITE FROM Q2]** does **well** at? Please select all that apply.

[MAINTAIN RANDOMIZATION FROM Q4, FIX 15 AT THE BOTTOM]

1. Giving everyone a chance to share their thoughts, regardless of their background
2. Encouraging people to treat others humanely
3. Promoting thoughtful conversation
4. Giving the public access to people in

power, such as those at companies and in governments

5. Giving people the chance to feel connected to other people and groups
6. Providing opportunities for different groups to interact
7. Helping communities recover after a crisis
8. Strengthening people's connections to their local area
9. Providing information about issues that concern people
10. Showing reliable information
11. Helping people become informed citizens
12. Giving people the opportunity to get involved in addressing society's problems
13. Ensuring that people feel safe
14. Keeping people's information secure
15. None of these

Q5\_message. And which of the following do you think **[INSERT MESSAGE SITE FROM Q2]** does **poorly** at? Please select all that apply.

[show options 1-14 that were not checked in Q5; display 'None of the above' last]

## IV. Search module

sQ3\_SEARCH. Which of the following do you think it is **important** for **[INSERT SEARCH SITE FROM Q2]** to do? Please select all that apply.

[RANDOMIZE ORDER FOR FIRST TIME  
THE QUESTION IS ASKED AND MAINTAIN  
THROUGHOUT THE SURVEY, FIX 15 AND 16  
AT THE BOTTOM]

1. Give everyone a chance to share their thoughts, regardless of their background
2. Encourage people to treat others hu-

- manely
3. Promote thoughtful conversation
  4. Give the public access to people in power, such as those at companies and in governments
  5. Give people the chance to feel connected to other people and groups
  6. Provide opportunities for different groups to interact
  7. Help communities recover after crisis
  8. Strengthen people's connections to their local area
  9. Provide information about issues that concern people
  10. Show reliable information
  11. Help people become informed citizens
  12. Give people the opportunity to get involved in addressing society's problems
  13. Ensure that people feel safe
  14. Keep people's information secure
  15. Other (please specify)
  16. None of these

Q4\_SEARCH. Which of the following do you think **[INSERT SEARCH SITE FROM Q2]** does **well** at? Please select all that apply.

[MAINTAIN RANDOMIZATION FROM Q3, FIX 15 AT THE BOTTOM]

1. Giving everyone a chance to share their thoughts, regardless of their background
2. Encouraging people to treat others humanely
3. Promoting thoughtful conversation
4. Giving the public access to people in power, such as those at companies and in governments
5. Giving people the chance to feel connected to other people and groups
6. Providing opportunities for different groups to interact
7. Helping communities recover after a crisis

8. Strengthening people's connections to their local area
9. Providing information about issues that concern people
10. Showing reliable information
11. Helping people become informed citizens
12. Giving people the opportunity to get involved in addressing society's problems
13. Ensuring that people feel safe
14. Keeping people's information secure
15. None of these

Q5\_SEARCH And which of the following do you think **[INSERT SEARCH SITE FROM Q2]** does **poorly** at? Please select all that apply.

[show options 1-14 that were not checked in Q5; display 'None of the above' last]

## V. Open module

Q6. Overall, have the following made your life better or worse? Please select one response per row.

[ROWS]

[IF SOCIAL MODULE ASKED:] Social media  
[IF MESSAGE MODULE ASKED:] Messaging apps

[COLUMNS]

1. Much better
2. Somewhat better
3. Neither better or worse
4. Somewhat worse
5. Much worse

Q7. Thinking about places where you connect to other people online, where have you had the most rewarding online social experience? Please give the name of the site, app, service, or group and any other details that

would help us identify it.  
[open-ended, single line]

Q8. What is it about the site, app, service, or group that made the social experience rewarding?

[open-ended, several lines]

## VI. Demographic module

[Basic demographic data provided by YouGov]

Q9. What is your "highest" level of education? If you are currently in full-time education please put your highest qualification to date.

[Tailored education response options for each country]

Q10. In political matters people talk of "the left" and "the right." How would you place your views on this scale? Generally, socialist parties would be considered 'left wing' while conservative parties would be considered 'right wing.'

[Response options 1 through 10, 1 all the way on the left and 10 all the way on the right]