

Intro page



Massachusetts Institute of Technology

Welcome!

The purpose of this research study is to investigate how much you value online platforms. Answering this survey will take less than 5 minutes.

You need to have a **Facebook** account and be located in the **US** in order to take this survey. We will ask you about your Facebook profile and usage. We will permanently delete all of your personal information as soon as the study is complete. We want to reward you for thinking carefully about these questions. Therefore, we will randomly select some respondents and give them bonus cash rewards of up to **\$200**.

The study is being conducted by researchers at MIT. For any questions, please contact us at:
socialmedia_research@mit.edu

Participation in this study is voluntary and you can quit at any time. You have to be more than 18 years old to participate in this study. You can only participate once. All the information you provide will be treated confidentially and kept anonymous.

If you agree and wish to participate in this study, please check the 'I AGREE' box.

- I AGREE
- I DO NOT AGREE

email

We want to reward you for thinking carefully about these questions. Therefore, we will randomly select some respondents and give them bonus cash rewards of up to **\$200**.

If you are selected for the reward, we will contact you via email. Please enter your email address below.

We will only contact you if you are selected for the reward, and we will permanently delete your email after the study is complete.

If you do not want to proceed, please exit the study.

- I want to participate in the study, my email is:
- I do not want to share my email, I will exit the study

Demographics

What **gender** do you most identify with?

- Male
- Female
- Other

What is your **year of birth**?

What is your **zipcode**?

Please indicate your **ethnicity**.

- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian or Pacific Islander
- Other

What is your relationship status?

- Single, looking for a relationship
- Single, not looking for a relationship
- In a serious relationship
- Married or domestic partnership
- Prefer not to say

How many people are in your household?

- 1 (just yourself)
- 2

- 3
- 4
- 5
- 6
- 7 or more

How much total **combined money** did all members of your **HOUSEHOLD** earn last year (**2022**)?

- Less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 or more

How many different places have you lived in the past 10 years?

- 1 (I never moved)
- 2
- 3
- 4
- 5 or more

Are you currently looking for a job? Please select the situation that best applies to you.

- Yes
- No, but I looked for a job in the past year
- No, and I have not looked in the past year

Here is a **scale** on which the political views that people might hold are arranged from extremely **liberal** to extremely **conservative**. **Where would you place yourself on this scale?**

- Extremely liberal
- Liberal
- Slightly liberal
- Moderate
- Slightly conservative
- Conservative
- Extremely conservative

Please select how much you agree or disagree with the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I keep in the background.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I talk to a lot of different people at parties.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FB usage

Which of these platforms have you used in the past month? Please select all that apply.

- TikTok
- X/Twitter
- Mystro
- LinkedIn
- Instagram
- Snapchat
- Facebook

In the past week, on average, approximately how much time PER DAY have you spent actively using Facebook?

- Less than 10 minutes per day

- 10–30 minutes per day
- 31–60 minutes per day
- 1–2 hours per day
- 2–3 hours per day
- More than 3 hours per day

In which year did you first create your Facebook account?

friend count

How many friends do you have on Facebook? Please open your Facebook profile and check and report the exact number. You can log into your Facebook profile and open the following link to check number of

friends: <https://www.facebook.com/friends/list>

If you are selected for the bonus payment, we will verify that you entered the correct number. You will get the bonus payment if and only if you enter the correct number below (the exact friend count may change slightly between now and when we verify it, we will take that into consideration).



On Facebook, which of these features do you use? Select all that apply.

- Playing games
- Marketplace
- Organize and attend events
- Engaging with content from your friends on your news feed
- Joining groups
- Messenger
- Facebook Live
- Following pages
- Posting content on your news feed

WTA 100

In the following question, we will ask you to think about the **minimum** amount of money (in US \$) you would require to deactivate Facebook for 1 month.

We want to reward you for thinking carefully about these questions. Therefore, we will randomly select 1 in 100

respondents and give them a chance to get up to \$100 if they follow up on their choices.

The procedure to get the reward works as follows:

- We will randomly select 1 in 100 respondents.
- For this respondent, we will randomly select one of the rows below.
- If you choose to deactivate Facebook in exchange for the amount mentioned in that row, we will email you and ask you to deactivate Facebook for 1 month starting from that date.
- At the end of the month, if you kept your account deactivated throughout the month, we will pay you the amount mentioned in that row.
- If you choose to not deactivate Facebook in exchange for the amount mentioned in that row, you don't have to do anything and you will not get any bonus payment.

Therefore, it is in your best interest to think carefully and **truthfully** report which of the following amounts of money you would accept to deactivate Facebook for 1 month.

Note that if your answers are not consistent (for example, if you choose to accept a lower cash offer but reject a higher cash offer), your response will be rejected.

For each of the possible cash offers below, please choose whether you prefer to accept the cash and deactivate Facebook for 1 month OR reject the cash offer and keep using Facebook.

Keep using Facebook and turn down cash offer

Accept cash offer and deactivate Facebook for 1 month

\$5

\$10

\$15

\$20

\$25

\$30

\$35

\$40

\$45

\$50

\$55

\$60

\$65

\$70

\$75

\$80

	Keep using Facebook and turn down cash offer	Accept cash offer and deactivate Facebook for 1 month
\$85	<input type="radio"/>	<input type="radio"/>
\$90	<input type="radio"/>	<input type="radio"/>
\$95	<input type="radio"/>	<input type="radio"/>
\$100	<input type="radio"/>	<input type="radio"/>

It is in your best interest to answer honestly because any of these cash offers may be randomly selected as the real offer you will get in exchange for deactivating Facebook.

WTA 150

In the following question, we will ask you to think about the **minimum** amount of money (in US \$) you would require to deactivate Facebook for 1 month.

We want to reward you for thinking carefully about these questions. Therefore, we will randomly select 1 in 150 respondents and give them a chance to get up to \$150 if they follow up on their choices.

The procedure to get the reward works as follows:

- We will randomly select 1 in 150 respondents.
- For this respondent, we will randomly select one of the rows below.
- If you choose to deactivate Facebook in exchange for the amount mentioned in that row, we will email you and ask you to deactivate Facebook for 1 month starting from that date.
- At the end of the month, if you kept your account deactivated throughout the month, we will pay you the amount mentioned in that row.
- If you choose to not deactivate Facebook in exchange for the amount mentioned in that row, you don't have to do anything and you will not get any bonus payment.

Therefore, it is in your best interest to think carefully and **truthfully** report which of the following amounts of money you would accept to deactivate Facebook for 1 month.

Note that if your answers are not consistent (for example, if you choose to accept a lower cash offer but reject a higher cash offer), your response will be rejected.

For each of the possible cash offers below, please choose whether you prefer to accept the cash and deactivate Facebook for 1 month OR reject the cash offer and keep using Facebook.

Keep using Facebook and turn down cash offer

Accept cash offer and deactivate Facebook for 1 month

\$5

\$10

\$15

\$20

\$25

\$30

\$35

\$40

\$45

\$50

\$55

\$60

\$65

\$70

\$75

\$80

\$85

\$90

	Keep using Facebook and turn down cash offer	Accept cash offer and deactivate Facebook for 1 month
\$ 95	<input checked="" type="radio"/>	<input checked="" type="radio"/>
\$ 100	<input type="radio"/>	<input type="radio"/>
\$ 105	<input type="radio"/>	<input type="radio"/>
\$ 110	<input type="radio"/>	<input type="radio"/>
\$ 115	<input type="radio"/>	<input type="radio"/>
\$ 120	<input type="radio"/>	<input type="radio"/>
\$ 125	<input type="radio"/>	<input type="radio"/>
\$ 130	<input type="radio"/>	<input type="radio"/>
\$ 135	<input type="radio"/>	<input type="radio"/>
\$ 140	<input type="radio"/>	<input type="radio"/>
\$ 145	<input type="radio"/>	<input type="radio"/>
\$ 150	<input type="radio"/>	<input type="radio"/>

It is in your best interest to answer honestly because any of these cash offers may be randomly selected as the real offer you will get in exchange for deactivating Facebook.

WTA 200

In the following question, we will ask you to think about the **minimum** amount of money (in US \$) you would require

to deactivate Facebook for 1 month.

We want to reward you for thinking carefully about these questions. Therefore, we will randomly select 1 in 200 respondents and give them a chance to get up to \$200 if they follow up on their choices.

The procedure to get the reward works as follows:

- We will randomly select 1 in 200 respondents.
- For this respondent, we will randomly select one of the rows below.
- If you choose to deactivate Facebook in exchange for the amount mentioned in that row, we will email you and ask you to deactivate Facebook for 1 month starting from that date.
- At the end of the month, if you kept your account deactivated throughout the month, we will pay you the amount mentioned in that row.
- If you choose to not deactivate Facebook in exchange for the amount mentioned in that row, you don't have to do anything and you will not get any bonus payment.

Therefore, it is in your best interest to think carefully and **truthfully** report which of the following amounts of money you would accept to deactivate Facebook for 1 month.

Note that if your answers are not consistent (for example, if you choose to accept a lower cash offer but reject a higher cash offer), your response will be rejected.

For each of the possible cash offers below, please choose whether you prefer to accept the cash and deactivate Facebook for 1 month OR reject the cash offer and keep using Facebook.

	Keep using Facebook and turn down cash offer	Accept cash offer and deactivate Facebook for 1 month
\$5	<input type="radio"/>	<input type="radio"/>
\$10	<input type="radio"/>	<input type="radio"/>
\$15	<input type="radio"/>	<input type="radio"/>
\$20	<input type="radio"/>	<input type="radio"/>
\$25	<input type="radio"/>	<input type="radio"/>
\$30	<input type="radio"/>	<input type="radio"/>
\$35	<input type="radio"/>	<input type="radio"/>
\$40	<input type="radio"/>	<input type="radio"/>
\$45	<input type="radio"/>	<input type="radio"/>
\$50	<input type="radio"/>	<input type="radio"/>
\$55	<input type="radio"/>	<input type="radio"/>
\$60	<input type="radio"/>	<input type="radio"/>
\$65	<input type="radio"/>	<input type="radio"/>

	Keep using Facebook and turn down cash offer	Accept cash offer and deactivate Facebook for 1 month
\$70	<input checked="" type="radio"/>	<input type="radio"/>
\$75	<input type="radio"/>	<input type="radio"/>
\$80	<input type="radio"/>	<input type="radio"/>
\$85	<input type="radio"/>	<input type="radio"/>
\$90	<input type="radio"/>	<input type="radio"/>
\$95	<input type="radio"/>	<input type="radio"/>
\$100	<input type="radio"/>	<input type="radio"/>
\$105	<input type="radio"/>	<input type="radio"/>
\$110	<input type="radio"/>	<input type="radio"/>
\$115	<input type="radio"/>	<input type="radio"/>
\$120	<input type="radio"/>	<input type="radio"/>
\$125	<input type="radio"/>	<input type="radio"/>
\$130	<input type="radio"/>	<input type="radio"/>
\$135	<input type="radio"/>	<input type="radio"/>
\$140	<input type="radio"/>	<input type="radio"/>
\$145	<input type="radio"/>	<input type="radio"/>
\$150	<input type="radio"/>	<input type="radio"/>
\$155	<input type="radio"/>	<input type="radio"/>
\$160	<input type="radio"/>	<input type="radio"/>
\$165	<input type="radio"/>	<input type="radio"/>
\$170	<input type="radio"/>	<input type="radio"/>
\$175	<input type="radio"/>	<input type="radio"/>
\$180	<input type="radio"/>	<input type="radio"/>
\$185	<input type="radio"/>	<input type="radio"/>

\$190	Keep using Facebook and turn down cash offer	Accept cash offer and deactivate Facebook for 1 month
\$195	<input type="radio"/>	<input type="radio"/>
\$200	<input type="radio"/>	<input type="radio"/>

It is in your best interest to answer honestly because any of these cash offers may be randomly selected as the real offer you will get in exchange for deactivating Facebook.

Thank you

Thank you for participating in our study. We will email you if you are selected for the additional rewards.

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