

Informed Consent



Informed Consent Statement

Thank you for taking the time to participate in this study. Dr. David Atkin of the Department of Communication at University of Connecticut is collecting data on the ways in which people view--and post--videos on social media. The survey also asks about your film, TV, and other media habits. There are also questions about your general attitudes and background. Your responses will be saved electronically.

Please answer all questions to the best of your ability. You are not being judged in any way by your answers. Please be as truthful and honest as possible. Your responses are confidential. Your participation is voluntary. You may choose not to participate or decline to answer any question. You may exit this questionnaire at any time without penalty. There is no direct benefit for participating. The study should take about 40 minutes to complete.

Your responses to the survey will be treated in a confidential manner. Your name and other identifying information will not be linked with the data collected. Any reportage of research results will be in the aggregate. Your information will not be identifiable. You must be 18 years of age or older to participate.

Upon completion of the survey, your name, email, peoplesoft, and discussion section # will be collected separately. This is to grant you course credit for COM 1000. At no time will this identifying information be connected with your survey responses. You will receive 3 units of credit for participation in this survey.

There are no foreseeable risks in participating in this study beyond those of daily living. Should you experience significant discomfort while completing the study, you may contact eTherapyPro for online counseling at <https://etherapypro.com/>.

If you have any questions about the study, feel free to contact Prof. David Atkin at david.atkin@uconn.edu or (860) 486-3090.

Thank you.

If you have any questions about your rights as a research subject, you can contact the University of Connecticut Institutional Review Board at (860) 486-0986.

* 1. Clicking the box below will confirm that you are 18 years or older and have read and understood this consent statement. Clicking will constitute your informed consent to participate in the study as outlined above.

I agree to continue.

Media Exposure

The past couple decades have seen significant changes due to new technologies that have changed people's use of media in general as well as their communication patterns. To get a more up-to-date picture of audiences today, this survey examines media use patterns, with particular attention to film and television genres.

* 2. What are your three favorite films or movies of all time?

1.

2.

3.

* 3. What are your three favorite TV series of all time?

1.

2.

3.

* 4. Please indicate how often you do each of the following by selecting the appropriate category:

	Never	Almost never	Less often than every couple weeks	Every couple weeks	About once a week	Several times each week	Once a day	A couple times each day	Many times each day
Watch television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listen to the radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listen to podcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read a magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read a book	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read a newspaper (hard copy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read a newspaper online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 5. (Continued) Please indicate how often you do each the following by selecting the appropriate category:

	Never	Almost never	Less often than every couple weeks	Every couple weeks	About once a week	Several times each week	Once a day	A couple times each day	Many times each day
"Surf" the Internet for pleasure, not work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check my email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go on Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post photos on Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post videos on Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browse YouTube for videos to watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post videos on YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Browse TikTok for videos to watch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post videos on TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play video games on some device	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch videos on a smart phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text family or friends rather than call them on the phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 6. Please indicate how often you do each of the following by selecting the appropriate category:

	Never	Almost never	Less often than every couple weeks	Every couple weeks	About once a week	Several times each week	More often than several times each week
Go out to see a film in a theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch a film on a tablet, computer, or cell phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch a TV program on a tablet, computer, or cell phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stream a movie on home television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stream a TV program on home television	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Do you subscribe to:

- Cable television service?
- Satellite television service?
- Neither of the above

8. Which of the following streaming services/devices do you use?

- | | | |
|---|--|---|
| <input type="checkbox"/> Netflix | <input type="checkbox"/> Philo TV | <input type="checkbox"/> Roku |
| <input type="checkbox"/> Disney+ | <input type="checkbox"/> Vidgo | <input type="checkbox"/> Chromecast |
| <input type="checkbox"/> Hulu | <input type="checkbox"/> AT&T TV Now | <input type="checkbox"/> VRV |
| <input type="checkbox"/> Amazon Prime Video | <input type="checkbox"/> Fubo TV | <input type="checkbox"/> T-Mobile TVision |
| <input type="checkbox"/> HBO Max | <input type="checkbox"/> YouTube Premium | <input type="checkbox"/> Locast.org |
| <input type="checkbox"/> Paramount+ | <input type="checkbox"/> Vimeo | <input type="checkbox"/> Google Play |
| <input type="checkbox"/> Apple TV | <input type="checkbox"/> Dailymotion | <input type="checkbox"/> Funimation Now |
| <input type="checkbox"/> Peacock | <input type="checkbox"/> curiosityStream | <input type="checkbox"/> Starz |
| <input type="checkbox"/> CBS All Access | <input type="checkbox"/> NFL Game Pass | <input type="checkbox"/> Showtime |
| <input type="checkbox"/> Discovery+ | <input type="checkbox"/> Kanopy | <input type="checkbox"/> AMC+ |
| <input type="checkbox"/> Sling TV | <input type="checkbox"/> Android TV | <input type="checkbox"/> Crunchyroll |
| <input type="checkbox"/> Other (please specify) | | |

* 9. Indicate how often you watch each of the following film or TV genres.

	Never	Almost never	Once in a while	Often	Very often	All the time
Musicals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Westerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horror films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Science fiction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Detective films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comedy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film noir films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Documentary films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Action films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animated films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mystery/suspense films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dark comedy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biographical films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Film parodies/film "spoofs"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slasher films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mockumentaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chick flicks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slapstick films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drama films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fantasy films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 10. (Continued) Indicate how often you watch each of the following film or TV genres.

	Never	Almost never	Once in a while	Often	Very often	All the time
Adventure films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foreign films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantic dramas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantic comedies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gangster films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samurai films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Epic films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historical films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Super Hero films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
War films	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV situation comedies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indicate "never" for this item	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV dramas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV soap operas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV detective/crime shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV news magazine shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV music or talent competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV reality shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Late night TV talk shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's programs on TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV Animal/Nature documentaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV supernatural, Scifi shows	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 11. Can you name one movie or TV program you've seen that really "bent" the genre by introducing aspects of other genres? Please explain.

Social Media and Videos

12. What social media platforms do you watch VIDEOS on?

- YouTube
- Facebook
- TikTok
- WhatsApp
- Snapchat
- Twitter
- Instagram
- None of these
- Other (Please list all others you use)

* 13. When you check out social media like YouTube, Facebook, TikTok, and others, what types of videos do you expect to find?

* 14. How are the videos you see on TikTok different from what you'd see on YouTube, Facebook, and other platforms?

* 15. What types of videos do you see on social media that look like they're trying to build an audience over time, rather than just engaging in self-expression?

* 16. Since you first started watching videos on social media, how do you think they've changed?

* 17. Following are different reactions one might get from watching videos on social media. Please indicate your level of agreement or disagreement:

	1=Strongly Disagree	2	3	4=Neither Agree nor Disagree	5	6	7=Strongly Agree
1. I get excited from watching videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I find myself amused watching videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I learn things from watching videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I feel relaxed watching videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel challenged watching videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I feel discouraged watching videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I will click the option "1=strongly disagree" on this item; this is a check.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I feel like I'm wasting my time watching videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I watch videos on social media to find content with ethnic/racial diversity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I watch videos on social media to find content with LGBTQ+ diversity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I watch videos on social media to learn about personal style and beauty.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Posting Videos on Social Media

* 18. How often do you post videos on social media?

- Never
- Once in a while--once a month or less
- Several times a month
- Several times a week
- Every day

19. When you post videos on social media, are they: (Check all that apply)

- Original videos I produced myself
- Videos produced by people I know
- Videos I found online that I wanted to share

* 20. For how long have you been creating videos for posting on TikTok, Facebook, YouTube and/or other social media?

- Less than 3 months
- 3-6 months
- 6 months-1 year
- 1-2 years
- 3-4 years
- 5 years or longer

* 21. What are the types of videos you post on social media? And where do you typically post these videos (e.g., TikTok, Facebook, YouTube, Instagram)?

* 22. Do you have a particular style or theme for the videos you post on social media? Please describe.

* 23. What types of subject matter do you most often feature in the videos you create for/post on social media?

* 24. What are your plans for the future regarding videos you will create for/post on social media? Are there certain platforms you intend to target?

* 25. Following are some reactions one might get from posting videos on social media. Please indicate your level of agreement or disagreement with each statement as it relates to you POSTING VIDEOS ON SOCIAL MEDIA:

	1=Strongly Disagree	2	3	4=Neither Agree nor Disagree	5	6	7=Strongly Agree
1. I feel a sense of achievement when I post a video on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I feel like I'm connecting to other people, often a large audience when I post.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I feel productive when I post.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I feel like I'm competitive, competing with others when I post a video on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I get a sense of satisfaction when I post.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I just feel a need to express myself through videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I have a personal aesthetic to share with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I want to share something with family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I want to share something with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I have a lot of folks who follow my posts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I just like the process of making videos and enjoy sharing them on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 26. (Continued) Following are some reactions one might get from posting videos on social media. Please indicate your level of agreement or disagreement with each statement as it relates to you POSTING VIDEOS ON SOCIAL MEDIA:

	1=Strongly Disagree	2	3	4=Neither Agree nor Disagree	5	6	7=Strongly Agree
12. I feel a sense of achievement when I post videos on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I think my posts are a "role model" for others who want to see someone like themselves on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. My video posts often have a political message I want to share.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. When creating videos for social media, I plan them out well in advance (it is not spontaneous).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I want to influence others with my videos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I think of myself as an <i>influencer</i> on social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I post videos to social media to provide representations with more ethnic/racial diversity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I post videos to social media to provide representations with more LGBTQ+ diversity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I think people like to know about me and what's going on in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. I think people like to look at me--they find me attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. I think people find me entertaining.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Which of the following things do you often feature in the videos you post on social media?

- Political ideas
- Things in the arts
- Social issues
- "How to" (educational) videos
- Beautiful images of nature, the environment
- Pets, animals in general
- Stories that I hope make people smile or laugh
- Things that feature me and my lifestyle
- My own image
- Other (please specify)

Attitudes

* 28. Please indicate your level of agreement or disagreement with the following:

	1 = Strongly Disagree	2	3	4 = Neither Agree Nor Disagree	5	6	7 = Strongly Agree
1. I love that there are so many options for finding something to watch or listen to with so many options on line or through streaming services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. There is so much available today that I sometimes feel almost overwhelmed with the choices available online or through streaming.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I enjoy just browsing through online videos or streaming options to find something that fits my personal tastes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I often take advantage of the opportunities to send messages and connect with others through Twitter, Facebook posts, or other social media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Once you had to be a journalist to "speak" to the broader audience, but today I feel empowered that I can do this often via Twitter, other social media, or online vehicles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Today the only thing limiting my desire to communicate online or through social media to audiences is time and money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I've always felt a need to express myself, to communicate with other people one way or another.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I relish being able to stay home and take care of business, to accomplish things using new technologies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I do as much shopping and "running errands" online or through technologies as I can.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I sometimes feel I need to limit my time online or watching "screens" and do more things in person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I really like a lot of variety in my life, especially in the types of films I watch in theaters or on TV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 29. (Continued) Please indicate your level of agreement or disagreement with the following:

	1 = Strongly Disagree	2	3	4 = Neither Agree Nor Disagree	5	6	7 = Strongly Agree
12. I often flip through the channels available to find something new, something type of film or program I've not seen before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I know what I like the most and search through my options to find them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. When I try something new, I often find it a waste of time and abandon viewing to watch something familiar, that I know I'll enjoy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I like to watch films that fit my expectations of what, for example, a comedy or western is rather than some blending of styles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. The best thing about sitcoms, drama and other programs on TV is that I know what to expect and don't have to pay too much attention to understand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Sometimes I find that the TV programs I'm watching are the same old thing and I get bored.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I like it when a traditional film or TV program challenges me with different conventions, making me think a bit more.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I really enjoy mashups of genres in film or TV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I think it's great when film or TV content has a reference back to other content that I know.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. I really like a lot of variety in my life, especially in the types of films I watch in theaters or on TV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22 I like to binge watch TV series.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. There is currently enough representation of ethnic/racial diversity in movie/TV portrayals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. There is currently enough representation of LGBTQ+ diversity in movie/TV portrayals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 30. Now, just a few statements about how you feel about how things are going, your opinions and aspirations about the future. Select a number that indicates how strongly you agree or disagree with each item.

	1 = Strongly Disagree	2	3	4 = Neither Agree Nor Disagree	5	6	7 = Strongly Agree
1. I love the options at my finger tips today, watching videos on my phone, texting, streaming films.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I'm more of a traditionalist, preferring to read physical copies of books, magazines and newspapers rather than digital versions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1 = Strongly Disagree	2	3	4 = Neither Agree Nor Disagree	5	6	7 = Strongly Agree
3. I like the variety of entertainment available today but sometimes feel it's too much.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I think that the new technologies have begun to dominate our lives, occupying too much of our time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I can hardly wait to see what technology comes next.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I think I'm getting less patient and am glad I have a smart phone or other digital options to fill the time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I'd still rather talk to people over the phone than text.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I am a person who loves variety, watches new shows on TV and sees a lot of different films in theaters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I think the quality of films today is higher than ever.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Prime time TV shows today are better than they've been in years.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Television portrays the world pretty much as it really is.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Television reflects the moral values of our culture.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I think the fictional programming on TV today is more realistic than it used to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I rate the quality of life in my community very high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I generally think of myself as a happy person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I feel strongly attached to my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I think the country is headed in the wrong direction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I like to see films and TV programs from other countries.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I see myself as a citizen of the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 31. How well do the following statements describe your personality? Select a number that indicates how strongly you agree or disagree with each item.

"I see myself as someone who:"

	1 = Strongly Disagree	2	3	4 = Neither Agree Nor Disagree	5	6	7 = Strongly Agree
...is reserved.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is generally trusting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...tends to be lazy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is relaxed, handles stress well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has few artistic interests.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...is outgoing, sociable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...tends to find fault with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...does a thorough job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...gets nervous easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...has an active imagination.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 32. Select a number that indicates how strongly you agree or disagree with each item.

	1 = Strongly Disagree	2	3	4 = Neither Agree Nor Disagree	5	6	7 = Strongly Agree
1. I tend to want others to admire me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I tend to want others to pay attention to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I tend to seek prestige or status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I tend to expect special favors from others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 33. Select a number that indicates how strongly you agree or disagree with each item.

	1 = Strongly Disagree	2	3	4 = Neither Agree Nor Disagree	5	6	7 = Strongly Agree
1. I like to watch films and TV shows that allow me to explore new things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I want to experience new and different things when watching films and TV shows.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I want to encounter customs and cultures different from those in my own environment when watching films and TV shows.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. My ideal film or TV watching experience involves looking at things I have not seen before.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I want there to be a sense of discovery involved in my watching of films and TV shows.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 34. Select a number that indicates how strongly you agree or disagree with each item.

	1=Strongly Disagree	2	3	4=Neither Agree nor Disagree	5	6	7=Strongly Agree
1. It's great that many young people today are prepared to defy authority.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. What our country needs most is discipline, with everyone following our leaders in unity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. God's laws about abortion, pornography, and marriage must be strictly followed before it is too late.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. There is nothing wrong with premarital sexual intercourse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Our society does NOT need tougher government and stricter laws.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The facts on crime and the recent public disorders show we have to crack down harder on troublemakers, if we are going to preserve law and order.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Nobody should stick to the "straight and narrow." Instead people should break loose and try out lots of different ideas and experiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. The "old-fashioned ways" and "old-fashioned values" still show the best way to live.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 35. Please respond to the following items with a "No" or "Yes."

	No	Yes
1. Would you smile at people every time you meet them?	<input type="radio"/>	<input type="radio"/>
2. Do you always practice what you preach to people?	<input type="radio"/>	<input type="radio"/>
3. If you say to people that you will do something, do you always keep your promise no matter how inconvenient it might be?	<input type="radio"/>	<input type="radio"/>
4. Would you ever lie to people?	<input type="radio"/>	<input type="radio"/>

Demographics

* 36. Finally, just a few items about yourself for categorizing.

First, please indicate your gender:

- Male
- Female
- Not listed (please specify)

* 37. Please indicate your age in years:

AGE:

* 38. How much formal education have you completed?

- some high school or less
- high school graduate
- some college
- college graduate
- advanced college degree
- other occupational/vocational training

* 39. What is your ethnic or racial background? Check all that apply.

- Black/African American
- White/Caucasian
- Latinx/Hispanic
- Asian
- American Indian
- Middle Eastern/North African
- Mixed
- Would rather not say
- Other (please specify)

40. Which of the following best describes your political philosophy?

- Strong conservative
- Lean toward conservative
- Middle of the road
- Lean toward liberal
- Strong liberal
- Refused/Don't know

41. Do you identify with any of the following political parties? Please check all that apply.

- Democratic Party
- Republican Party
- Independent
- Communist Party
- Constitution Party
- Fascist Party
- Green Party
- Libertarian Party
- None of the above
- Other (please specify)

42. Please indicate the annual household income category that you and your family fall into:

- \$15,000 or less
- \$15,001 to \$20,000
- \$20,001 to \$30,000
- \$30,001 to \$40,000
- \$40,001 to \$50,000
- \$50,001 to \$75,000
- \$75,001 to \$100,000
- \$100,001 to \$125,000
- \$125,001 to \$150,000
- \$150,001 to \$200,000
- \$200,001 or more

* 43. What is your zip code?

ZIP CODE:

* 44. Thank you for participating in this research. In order to receive credit for your Communication 1000 course, please click the following to proceed to a separate UConn portal where you should enter your name, email, peoplesoft ID, and section number.

Proceed to UConn portal