

UnderStandingAmericaStudy

UAS 178: TWITTER USE STUDY



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1 INTRODUCTION

This UAS panel survey, titled "UAS 178: Twitter Use Study", asks participants consent to allowing us to follow their Twitter feed for one month. We compare their Twitter use to their answers to survey questions. This survey is no longer in the field.

Respondents were paid *1 to complete the survey screener, and an additional 4* if they agree to provide a Twitter handle, and complete survey questions. The data file includes additional variables resulting from analysis of Twitter use. Refer to the Routing section for details.

1.1 Topics

This survey contains questions (among others) on the following topics: Consumer Behavior, Politics, Social Networks, Survey Methodology. A complete survey topic categorization for the UAS can be found [here](#).

1.2 Experiments

This survey includes experiment(s) of the following type(s): Auxiliary Randomization. Please refer to explanatory comments in the Routing section for detailed information. A complete survey experiment categorization for the UAS can be found [here](#).

1.3 Citation

Each publication, press release or other document that cites results from this survey must include an acknowledgment of UAS as the data source and a disclaimer such as, 'The project described in this paper relies on data from survey(s) administered by the Understanding America Study, which is maintained by the Center for Economic and Social Research (CESR) at the University of Southern California. The content of this paper is solely the responsibility of the authors and does not necessarily represent the official views of USC or UAS.' For any questions or more information about the UAS, contact Tania Gutsche, Project and Panel Manager, Center for Economic and Social Research, University of Southern California, at tgutsche@usc.edu.

2 SURVEY RESPONSE AND DATA

2.1 Sample selection and response rate

The sample selection for this survey was:

All active respondents who indicated they are Twitter users based on their responses to UAS 166 (end of year 2018).

As such, this survey was made available to 1459 UAS participants. Of those 1459 participants, 1145 completed the survey and are counted as respondents. Of those who are not counted as respondents, 41 started the survey without completing and 273 did not start the survey. The overall response rate was 78.48%.

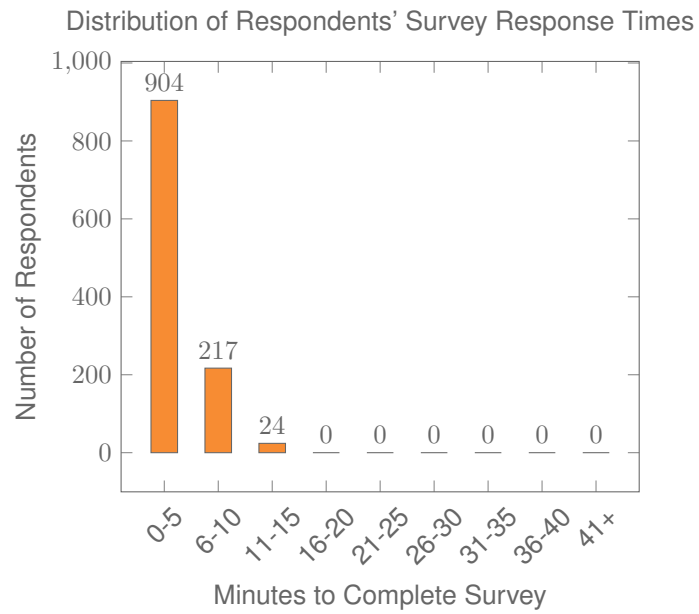
Note: We are unable to provide sample weights for a small number of UAS members (see the Sample and weighting section below for details). If they completed the survey, these members are included in the data set with a weight of zero, but accounted for in the computation of total sample size and survey response rate.%.

The detailed survey response rate is as follows:

UAS178 - Response Overview	
Size of selected sample	1459
Completed the survey	1145
Started but did not complete the survey	41
Did not start the survey	273
Response rate	78.48%

2.2 Timings

The survey took respondents an average of 4 minutes, and the full distribution of survey response times is available in the figure below. Times per question are available upon request.



2.3 Weighting

Weights are not (yet) available for this survey. Please contact UAS staff with any questions.

3 STANDARD VARIABLES

Each Understanding America Study data contains a series of standard variables, consisting of individual, household and sample identifiers, language indicator, time stamps and a rating by the respondent of how much he or she liked the survey:

- **uasid**: the identifier of the respondent. This identifier is assigned to a respondent at recruitment and stays with the respondent throughout each and every survey he/she participates in. When analyzing data from multiple surveys, the 'uasid' can be used to merge data sets.
- **uashhid**: the household identifier of the respondent. Every member is assigned a household identifier, stored in the variable $j_{em_i}uashhid_i/em_i$. For the primary respondent this identifier is his or her 'uasid'. All other eligible members of the primary respondent's household (everyone who is 18 or older in the household) who become UAS respondents receive the uasid of the primary respondent as their household identifier. The uashhid remains constant over time for all respondents. Thus it is always possible to find the original UAS household of an UAS panel member (even after they, for example, have moved out to form another household).
- **uashhid_{current}**: the current household identifier of the respondent. Uniquely identifies the household a UAS panel member belongs to in a given survey INDEPENDENT of the exact composition of the household in terms of who else in the household are UAS members. Missing (.n) for respondents who are in a single-UAS member household. Available on request in data sets prior to September 3, 2025.
- **survhhid**: uniquely identifies the household a UAS panel member belongs to in a given survey DEPENDENT on the exact composition of the household in terms of who else in the household are UAS members. Is set to missing (.n) if no other household members are UAS panel members at the time of the survey. Is set to unknown (.u) for respondents who last participated in the My Household survey prior to January 21, 2015.
- **uasmembers**: is the number of other household members who are also UAS panel members at the time of the survey. Since individuals can answer the same survey at different points in time (which can be relatively far apart is the survey is kept in the field for a prolonged time), it may be possible that, within the same data set, the primary respondent of a household has a value of '0', whereas the second UAS household respondent has a value of '1'. Therefore 'uasmembers' should be interpreted as the number of household and UAS panel members at the time the respondent answers the survey. Note: in the My Household survey 'uasmembers' is set to unknown (.u) for respondents who last participated in the My Household survey prior to January 21, 2015.
- **sampleframe**: indicates the sampling frame from which the household of the respondent was recruited. All UAS recruitment is done through address based sampling

(ABS) in which samples are acquired based on postal records. Currently, the variable 'sampleframe' takes on four values reflecting four distinct sample frames used by the UAS over the year (in future data sets the number of sample frames used for recruitment may increase if additional specific populations are targeted in future recruitment batches):

1. U.S. National Territory: recruited through ABS within the entire U.S.
2. Areas high concentration Nat Ame: recruited through ABS in areas with a high concentration of Native Americans in the zip-code. Within these batches, individuals who are not Native Americans are not invited to join the UAS.
3. Los Angeles County: recruited through ABS within Los Angeles County.
4. California: recruited through ABS within California.

Note: prior to March 6, 2024 this variable was called sampletype and had the following value labels for the above list in UAS data sets:

1. Nationally Representative Sample: recruited through ABS within the entire U.S.
2. Native Americans: recruited through ABS in areas with a high concentration of Native Americans. Within these batches, individuals who are not Native Americans are not invited to join the UAS.
3. LA County: recruited through ABS within Los Angeles County.
4. California: recruited through ABS within California.

- **batch:** indicates the batch from which the respondent was recruited. Currently, this variable takes the following values (in future data sets the number of batches may increase as new recruitment batches are added to the UAS):

1. ASDE 2014/01
2. ASDE 2014/01
3. ASDE 2014/01
4. Public records 2015/05
5. MSG 2015/07
6. MSG 2016/01
7. MSG 2016/01
8. MSG 2016/01
9. MSG 2016/02
10. MSG 2016/03
11. MSG 2016/04
12. MSG 2016/05
13. MSG 2016/08
14. MSG 2017/03

15. MSG 2017/11
16. MSG 2018/02
17. MSG 2018/08
18. MSG 2019/04
19. MSG 2019/05
20. MSG 2019/11
21. MSG 2020/08
22. MSG 2020/10
23. MSG 2021/02
24. MSG 2021/08
25. MSG 2021/08
26. MSG 2022/02
27. MSG 2022/02
28. MSG 2022/08
29. MSG 2022/11
30. MSG 2022/11
31. MSG 2023/01
32. MSG 2023/06
33. MSG 2023/09
34. MSG 2023/10
35. MSG 2025/02

Note: prior to March 6, 2024 this variable had the following value labels for the above list in UAS data sets:

1. ASDE 2014/01 Nat.Rep.
2. ASDE 2014/01 Native Am.
3. ASDE 2014/11 Native Am.
4. LA County 2015/05 List Sample
5. MSG 2015/07 Nat.Rep.
6. MSG 2016/01 Nat.Rep. Batch 2
7. MSG 2016/01 Nat.Rep. Batch 3
8. MSG 2016/01 Nat.Rep. Batch 4
9. MSG 2016/02 Nat.Rep. Batch 5
10. MSG 2016/03 Nat.Rep. Batch 6
11. MSG 2016/04 Nat.Rep. Batch 7

12. MSG 2016/05 Nat.Rep. Batch 8
13. MSG 2016/08 LA County Batch 2
14. MSG 2017/03 LA County Batch 3
15. MSG 2017/11 California Batch 1
16. MSG 2018/02 California Batch 2
17. MSG 2018/08 Nat.Rep. Batch 9
18. MSG 2019/04 LA County Batch 4
19. MSG 2019/05 LA County Batch 5
20. MSG 2019/11 Nat. Rep. Batch 10
21. MSG 2020/08 Nat. Rep. Batch 11
22. MSG 2020/10 Nat. Rep. Batch 12
23. MSG 2021/02 Nat. Rep. Batch 13
24. MSG 2021/08 Nat. Rep. Batch 15
25. MSG 2021/08 Nat. Rep. Batch 16
26. MSG 2022/02 Nat. Rep. Batch 17 (priority)
27. MSG 2022/02 Nat. Rep. Batch 17 (regular)
28. MSG 2022/08 Nat. Rep. Batch 18
29. MSG 2022/11 LA County Batch 6
30. MSG 2022/11 Nat. Rep. Batch 20
31. MSG 2023/01 Nat. Rep. Batch 21
32. MSG 2023/06 Nat. Rep. Batch 22
33. MSG 2023-09 Native Am. Batch 3
34. MSG 2023-10 Nat. Rep. Batch 23

- **primary_respondent**: indicates if the respondent was the first person within the household (i.e. to become a member or whether s/he was added as a subsequent member. A household in this regard is broadly defined as anyone living together with the primary respondent. That is, a household comprises individuals who live together, e.g. as part of a family relationship (like a spouse/child/parent) or in context of some other relationship (like a roommate or tenant).
- **hardware**: indicates whether the respondent ever received hardware or not. Note: this variable should not be used to determine whether a respondent received hardware at a given point in time and/or whether s/he used the hardware to participate in a survey. Rather, it indicates whether hardware was ever provided:
 1. None
 2. Tablet (includes Internet)

- **language**: the language in which the survey was conducted. This variable takes a value of 1 for English and a value of 2 for Spanish.
- **start_date (start_year, start_month, start_day, start_hour, start_min, start_sec)**: indicates the time at which the respondent started the survey.
- **end_date (end_year, end_month, end_day, end_hour, end_min, end_sec)**: indicates the time at which the respondent completed the survey.
- **cs_001**: indicates how interesting the respondent found the survey.

4 BACKGROUND DEMOGRAPHICS

Every UAS survey data set includes demographic variables, which provide background information about the respondent and his/her household. Demographic information such as age, ethnicity, education, marital status, work status, state of residence, family structure is elicited every quarter through the “My Household” survey. The demographic variables provided with each survey are taken from the most recent ‘MyHousehold’ survey answered by the respondent. If at the time of a survey, the information in “My Household” is more than three months old, a respondent is required to check and update his or her information before being able to take the survey.

The following variables are available in each survey data set:

- **gender**: the gender of the respondent.
- **dateofbirth_year**: the year of birth of the respondent.
- **age**: the age of the respondent at the start of the survey.
- **agerange**: if the respondent’s age cannot be calculate due to missing information, ‘agerange’ indicates the approximate age. Should a value for both the ‘age’ and ‘agerange’ be present, then ‘age’ takes precedence over ‘agerange’.
- **citizenus**: indicates whether the respondent is a U.S. citizen.
- **bornus**: indicates whether the respondent was born in the U.S.
- **stateborn**: indicates the state in which the respondent was born. This is set to missing (.) if the respondent was not born in the U.S.
- **countryborn**: indicates the country in which the respondent was born. This is set to missing (.) if the respondent was born in the U.S.
- **countryborn_other**: indicates the country of birth if that country is not on the drop down list of countries shown to the respondent’.
- **statereside**: the state in which the respondent is living.
- **immigration_status**: indicates whether the respondent is an immigrant. It takes one of the following values: 0 Non-immigrant, 1 First generation immigrant (immigrant who migrated to the U.S), 2 Second generation immigrant (U.S.-born children of at least one foreign-born parent), 3 Third generation immigrant (U.S.-born children of at least one U.S.-born parent, where at least one grandparent is foreign-born), or 4 Unknown immigrant status.
- **maritalstatus**: the marital status of the respondent.
- **livewithpartner**: indicates whether the respondent lives with a partner.

- **education**: the highest level of education attained by the respondent.
- **hisplatin**: indicates whether the respondent identifies him or herself as being Hispanic or Latino. This variable is asked separately from race.
- **hisplatinogroup**: indicates which Hispanic or Latino group a respondent identifies him or herself with. This is set to missing (.) if the respondent does not identify him or herself as being Hispanic or Latino.
- **white**: indicates whether the respondent identifies him or herself as white (Caucasian).
- **black**: indicates whether the respondent identifies him or herself as black (African-American).
- **nativeamer**: indicates whether the respondent identifies him or herself as Native American (American Indian or Alaska Native).
- **asian**: indicates whether the respondent identifies him or herself as Asian (Asian-American).
- **pacific**: indicates whether the respondent identifies him or herself as Native Hawaiian or Other Pacific Islander.
- **race**: indicates the race of the respondent as singular (e.g., '1 White' or '2 Black') or as mixed (in case the respondent identifies with two or more races). The value '6 Mixed' that the respondent answered 'Yes' to at least two of the single race categories. This variable is generated based on the values of the different race variables (white, black, nativeamer, asian, pacific). This composite measure is not conditional on hisplatin, so an individual may identify as Hispanic or Latino, and also as a member of one or more racial groups.
- **working**: indicates whether the respondent is working for pay.
- **sick_leave**: indicates whether the respondent is not working because sick or on leave.
- **unemp_layoff**: indicates whether the respondent is unemployed or on lay off.
- **unemp_look**: indicates whether the respondent is unemployed and looking for a job.
- **retired**: indicates whether the respondent is retired.
- **disabled**: indicates whether the respondent has a disability.
- **If_other**: specifies other labor force status.
- **laborstatus**: indicates the labor force status of the respondent as singular (e.g., '1 Working for pay' or '2 On sick or other leave') or as mixed (in case the respondent selects two or more labor statuses). The value '8 Mixed' indicates that the respondent answered 'Yes' to at least two of the single labor force status variables. This variable is generated based on the values of the different labor status variables (working, sick_leave, unempl_layoff, unempl_look, retired, disabled, If_other).

- **employmenttype**: indicates the employment type of the respondent (employed by the government, by a private company, a nonprofit organization, or self-employed). This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.
- **workfullpart**: indicates whether the respondent works full or part-time. This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.
- **hourswork**: indicates the number of hours the respondent works per week. This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.
- **hhincome**: is the total combined income of all members of the respondent's household (living in their household) during the past 12 months.
- **anyhhmember**: indicates whether there were any members in the respondent's household at the time he/she answered the survey as reported by the respondent.
- **hhmembernumber**: indicates the number of household members in the respondent's household at the time of the survey as reported by the respondent. It may be that 'anyhhmember' is 'Yes', but 'hhmembernumber' is missing if the respondent did not provide the number of household members at the time of the survey.
- **hhmemberin_#**: indicates whether a household member is currently in the household as reported by the respondent. Household members are never removed from the stored household roster and their information is always included in survey data sets. The order of the roster is the same order in which household members were specified by the respondent in the 'MyHousehold' survey. The order is identified by the suffix _# (e.g., _1 indicates the first household member, _2 the second household member, etc.).

As an example, if the first household member is in the household at the time of the survey, 'hhmemberin_1' is set to '1 HH Member 1 is in the HH'; if he/she has moved out, 'hhmemberin_1' is set to '0 HH member 1 is no longer in the HH'. Since information of other household members (stored in the variables listed below) is always included in survey data sets, information about 'hhmemberin_1' is available whether this person is still in the household or has moved out.

- **hhmembergen_#**: indicates the gender of another household member as reported by the respondent.
- **hhmemberage_#**: indicates the age of another household member. The age is derived from the month and year of birth of the household member as reported by the respondent.
- **hhmemberrel_#**: indicates the relationship of the respondent to the other household member as reported by the respondent.

- **hhmemberuasid_#**: is the 'uasid' of the other household member if this person is also a UAS panel member. It is set to missing (.) if this person is not a UAS panel member at the time of the survey. Since this identifier is directly reported by the respondent (chosen from a preloaded list), it may differ from the actual (correct) 'uasid' of the UAS member it refers to because of reporting error. Also, this variable should not be used to identify UAS members in a given household at the time of the survey. This is because the variables 'hhmemberuasid_#' are taken from the most recent 'My Household' and changes in household composition involving UAS members may have occurred between the time of the respondent answered 'My Household' and the time the respondent answers the survey. To follow UAS members of a given household, it is advised to use the identifiers 'uashhid' and 'survhhid'.
- **lastmyhh_date**: the date on which the demographics variables were collected through the 'My Household' survey.

In addition, data sets created after May 8, 2025 include an urbanicity variable. It is based on panel members' current census tract of residence and the 2010 Rural-Urban Commuting Area (RUCA) codes released by the US Department of Agriculture's Economic Research Service. To preserve confidentiality, the UAS collapses the 10 primary RUCA codes to 4 levels: Metropolitan, Micropolitan, Small/Rural, and Unknown. The Metropolitan level corresponds to primary RUCA codes 1-3, the Micropolitan level corresponds to RUCA codes 4-6, and the Small/Rural UAS classification corresponds to RUCA codes 7-10.

For detailed information and definitions of the 10 primary RUCA codes, please visit the USDA ERS Rural-Urban Commuting Area Codes site. Surveys conducted completely prior to May 8, 2025 will have an urbanicity data set available on request.

5 MISSING DATA CONVENTIONS

Data files provide so-called clean data, that is, answers given to questions that are not applicable anymore at survey completion (for example because a respondent went back in the survey and skipped over a previously answered question) are treated as if the questions were never asked. In the data files all questions that were asked, but not answered by the respondent are marked with (.e). All questions never seen by the respondent (or any dirty data) are marked with (.a). The latter may mean that a respondent did not view the question because s/he skipped over it; or alternatively that s/he never reached that question due to a break off. If a respondent did not complete a survey, the variables representing survey end date and time are marked with (.c). Household member variables are marked with (.m) if the respondent has less household members (e.g. if the number of household members is 2, any variables for household member 3 and up are marked with (.m)).

UAS provides data in STATA and CSV format. Stata data sets come with include variable labels that are not available in the CSV files. Value labels are provided for single-response answer option. In STATA these labels will include the labels 'Not asked' and 'Not answered' for (.a) and (.e), and will show in tabulations such as 'tab q1, missing'. For multiple-response questions a binary variable is created for each answer option indicating whether the option was selected or not. A summary variable is also provided in string format reflecting which options were selected and in which order. For example, if a question asked about favorite animals with options cat, dog, and horse, then if a respondent selected horse and then cat, the binary variables for horse and cat will be set to yes, while the overall variable would have a string value of '3-1'. If no answer was given, all binary variables and the summary variable will be marked with '.e'.

Questions that are asked multiple times are often implemented as so-called array questions. Supposing the name of such question was Q1 and it was asked in 6 different instances, your data set would contain the variables Q1_1_ to Q1_6_. To illustrate, if a survey asked the names of all children, then child_1_ would contain the name of the first child the respondent named and so on.

More information about the UAS data in general can be found on the UAS Data Pages web site.

6 ROUTING SYNTAX

The survey with routing presented in the next section includes all of the questions that make up this survey, the question answers when choices were provided, and the question routing. The routing includes descriptions of when questions are grouped, conditional logic that determines when questions are presented to the respondent, randomization of questions and answers, and fills of answers from one question to another.

If you are unfamiliar with conditional logic statements, they are typically formatted so that **if** the respondent fulfills some condition (e.g. they have a cellphone or a checking account), **then** they are presented with some other question or the value of some variable is changed. If the respondent does not fulfill the condition (e.g. they are not a cellphone adopter or they do not have a checking account), something **else** happens such as skipping the next question or changing the variable to some other value. Some of the logic involved in the randomization of questions or answers being presented to the respondent is quite complex, and in these instances there is documentation to clarify the process being represented by the routing.

Because logic syntax standards vary, here is a brief introduction to our syntax standards. The syntax used in the conditional statements is as follows: '=' is equal to, '<' is less than, '>' is greater than, and '!= ' is used for does not equal. When a variable is set to some number N, the statement looks like 'variable := N'.

The formatting of the questions and routing are designed to make it easier to interpret what is occurring at any given point in the survey. Question ID is the bold text at the top of a question block, followed by the question text and the answer selections. When a question or variable has associated data, the name links to the appropriate data page, so you can easily get directly to the data. Text color is used to indicate the routing: **red** is conditional logic, **gold** is question grouping, **green** is looping, and **orange** is used to document randomization and other complex conditional logic processes. The routing is written for a computer to parse rather than a human to read, so when the routing diverges significantly from what is displayed to the respondent, a screenshot of what the respondent saw is included.

The name of the randomization variables are defined in proximity to where they are put into play, and like the question ID the names of the randomization variables can be used to link directly to the associated data page.

7 SURVEY WITH ROUTING

Start of section **Twitter**

tw_provided := 2

consent (consent in section Twitter)

Informed Consent

Pre-consent Message

Thank you for your participation in the Understanding America Study. We are launching a new study in the UAS about use of social media. On the next page you will see a consent form to review before you decide whether or not you would like to participate in this project. If you have any questions about this form or this project, please contact Professor Jieun Shin (jieun.shin@ufl.edu).

Purpose of the study

The main goal of this study is to investigate the media consumption patterns of citizens, their political beliefs, and their perception of the media environment.

Consent

You are invited to participate in a research study conducted by Jieun Shin, PhD, at the University of Florida and Lian Jian, PhD, at the University of Southern California. You are invited because you are an adult living in the United States, and a member of the Understanding America Study. This study is funded by the Department of Telecommunication, University of Florida.

Your participation is voluntary. You should read the information below, and ask questions about anything you do not understand, before deciding whether to participate. Please take as much time as you need to read the consent form. You may also decide to discuss participation with your family or friends or ask us for more information before you decide. If you decide to participate, you will be asked to agree at the bottom of this screen. We can send you a copy if you request it from uashelp@usc.edu.

Study procedures

If you agree to participate in this study by providing us with permission to follow your Twitter account, you will answer a few more survey questions. We then will follow your account on Twitter for a period of no longer than 30 days. Our analysis will combine observations of study participants' Twitter feeds with other information obtained from participants' UAS survey responses. The study compares aggregated information from many participants.

At no time will we have access to your personally identifying information, and will delete from our records any personally identifying information that may be inadvertently included in your Twitter feed. If you decide to participate, you will earn a total of \$5 as a thank-you for completing this form, a few survey questions, and allowing us to follow your Twitter feed. If you decide not to participate, you will earn \$1 for completing this form.

Potential risks and discomforts

There are no anticipated risks beyond the unlikely event of disclosure of your Twitter account name in relation to your responses to the short questionnaire.

Potential benefits to participants and/or to society

There are no direct benefits to participants, but the research and results being studied we anticipate to have benefits for society.

Confidentiality

The researchers of this study, Professor Jieun Shin and Lian Jian, will collect anonymized data, and will not have direct access to your personal identifiable information. We will keep your records for this study confidential as far as permitted by law.

After our data analyses, all results will be reported in aggregate. No individual account names will be mentioned in our written reports or published research. We will use your information only for purposes of this study.

Participation and withdrawal

Your participation is voluntary. Your refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this research study.

Investigator's Contact Information

If you have any questions or concerns about the research, please feel free to contact: Principal Investigators, Professor Jieun Shin (jieun.shin@ufl.edu) and Lian Jian (ljian@usc.edu).

Rights of Research Participant - IRB Contact Information

If you have questions, concerns, or complaints about your rights as a research participant or the research in general and are unable to contact the research team, or if you want to talk to someone independent of the research team, please contact the University of Southern California Institutional Review Board, 1640 Marengo Street, Suite 700, Los Angeles, CA 90033- 9269. Phone (323) 442-0114 or email irb@usc.edu.

I have read the information provided above. I have been given a chance to ask questions. My questions have been answered to my satisfaction. I can obtain a copy of this form by contacting the UAS helpdesk (855.872.8673 or uashelp@usc.edu), or by downloading it from here: Consent form

1 Yes, I agree to participate in this Twitter study

2 No, I do not agree to participate in this Twitter study

IF consent = 2 THEN

earlyexit (Section Twitter)

You previously indicated that you would like to participate in this study. Please click "Next" to verify you no longer wish to participate. If you would like to participate, go back and provide your Twitter account handle. If you have questions and would like to review the information about the study again, click "Back" twice to return to the consent and information page.

dummy := doPayout(1)

Exit the survey

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_001 (provide twitter handle in section Twitter)

Could you provide us with your Twitter account handle (e.g., @smith) below? If you are not so sure, please login to your Twitter account here at <https://twitter.com> and double check for accuracy.

1 My Twitter handle:

2 I would rather not participate in this study.

tw_001_other (twitter handle in section Twitter)

STRING

END OF GROUP

IF tw_001 != 1 THEN

earlyexit (Section Twitter)

You previously indicated that you would like to participate in this study. Please click "Next" to verify you no longer wish to participate. If you would like to participate, go back and provide your Twitter account handle. If you have questions and would like to review the information about the study again, click "Back" twice to return to the consent and information page.

dummy := doPayout(1)

Exit the survey

ELSEIF tw_001 = 1 AND tw_001_other = EMPTY THEN

warning (Section Twitter)

You must provide your Twitter handle to participate. If you prefer NOT to provide your Twitter account handle, go back and click on "I would rather not participate in this study."

END OF IF

tw_provided := 1

tw_002 (how often check twitter in section Twitter)

How often do you check your Twitter feeds?

- 1 Almost constantly
- 2 Several times a day
- 3 About once a day
- 4 Several times a week
- 5 Less often

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_003 (who are followers in section Twitter)

My followers are mainly: (select all that apply)

- 1 People I know personally
- 2 People I know professionally
- 3 People who are interested in me - what I say or do
- 4 People I don't know personally but share similar interests
- 5 I don't know
- 6 Others, please specify:

tw_003_other (other who are followers in section Twitter)

STRING

END OF GROUP

tw_004 (why consume content on twitter in section Twitter)

Why do you consume content on Twitter? (select all that apply)

- 1 To keep up with political news
- 2 To keep up with news about my interests (e.g., profession, hobby etc.)
- 3 To keep up with news in general
- 4 To pass the time, entertainment
- 5 To keep up with people I know
- 6 To keep up with what people are saying about me or my work
- 7 To follow famous people
- 8 To see what people are talking about while I am watching live events, e.g., sports or TV shows

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_005 (why tweet or retweet in section Twitter)

Why do you tweet or retweet on Twitter? (select all that apply)

- 1 To tell others what I am doing and thinking about
- 2 To share news
- 3 To support others' opinions
- 4 To network
- 5 Others, please specify:

tw_005_other (other why tweet or retweet in section Twitter)

STRING

END OF GROUP

/* Respondents are asked in random order about their own twitter feed, the twitter feed of an average conservative, and the twitter feed of an average liberal.

- o 1 Respondent, Conservative, Liberal
- o 2 Respondent, Liberal, Conservative
- o 3 Conservative, Respondent, Liberal
- o 4 Conservative, Liberal, Respondent
- o 5 Liberal, Respondent, Conservative
- o 6 Liberal, Conservative, Respondent

*/

IF tw_order = EMPTY THEN

tw_order := mt_rand(1,6)

END OF IF

IF tw_order = 1 THEN

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_006_intro (Section Twitter)

When you think about the political news you read or encounter on Twitter on an average day, please indicate roughly what proportion of **your reading** comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%. If you don't read or encounter political news at all on Twitter, please put in all 0s.*

I read

tw_006_a (respondent conservative political news in section Twitter)
Conservative
NUMBER (NO DECIMALS ALLOWED)

tw_006_b (respondent moderate political news in section Twitter)
Moderate or non-partisan
NUMBER (NO DECIMALS ALLOWED)

tw_006_c (respondent liberal political news in section Twitter)
Liberal
NUMBER (NO DECIMALS ALLOWED)

tw_006_total (respondent total political news in section Twitter)
Total
NUMBER (NO DECIMALS ALLOWED)

error0_100 (Section Twitter)
Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.
If you don't read or encounter political news at all on Twitter, put in all 0s.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_007_intro (Section Twitter)
When you think about the political news the **average conservative** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average conservative reads

tw_007_a (conservative conservative political news in section Twitter)
Conservative
NUMBER (NO DECIMALS ALLOWED)

tw_007_b (conservative moderate political news in section Twitter)
Moderate or non-partisan
NUMBER (NO DECIMALS ALLOWED)

tw_007_c (conservative liberal political news in section Twitter)
Liberal
NUMBER (NO DECIMALS ALLOWED)

tw_007_total (conservative total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_008_intro (Section Twitter)

When you think about the political news the **average liberal** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average liberal reads

tw_008_a (liberal conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_008_b (liberal moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_008_c (liberal liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_008_total (liberal total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

ELSEIF tw_order = 2 THEN

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_006_intro (Section Twitter)

When you think about the political news you read or encounter on Twitter on an average day, please indicate roughly what proportion of **your reading** comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%. If you don't read or encounter political news at all on Twitter, please put in all 0s.*

I read

tw_006_a (respondent conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_006_b (respondent moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_006_c (respondent liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_006_total (respondent total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error0_100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%. If you don't read or encounter political news at all on Twitter, put in all 0s.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_008_intro (Section Twitter)

When you think about the political news the **average liberal** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average liberal reads

tw_008_a (liberal conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_008_b (liberal moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_008_c (liberal liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_008_total (liberal total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_007_intro (Section Twitter)

When you think about the political news the **average conservative** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average conservative reads

tw_007_a (conservative conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_007_b (conservative moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_007_c (conservative liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_007_total (conservative total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

ELSEIF tw_order = 3 THEN

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_007_intro (Section Twitter)

When you think about the political news the **average conservative** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average conservative reads

tw_007_a (conservative conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_007_b (conservative moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_007_c (conservative liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_007_total (conservative total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_006_intro (Section Twitter)

When you think about the political news you read or encounter on Twitter on an average day, please indicate roughly what proportion of **your reading** comes from sources that

are generally considered...

Note: *The numbers in the three boxes must add up to 100%. If you don't read or encounter political news at all on Twitter, please put in all 0s.*

I read

tw_006_a (respondent conservative political news in section Twitter)
Conservative
NUMBER (NO DECIMALS ALLOWED)

tw_006_b (respondent moderate political news in section Twitter)
Moderate or non-partisan
NUMBER (NO DECIMALS ALLOWED)

tw_006_c (respondent liberal political news in section Twitter)
Liberal
NUMBER (NO DECIMALS ALLOWED)

tw_006_total (respondent total political news in section Twitter)
Total
NUMBER (NO DECIMALS ALLOWED)

error0_100 (Section Twitter)
Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.
If you don't read or encounter political news at all on Twitter, put in all 0s.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_008_intro (Section Twitter)
When you think about the political news the **average liberal** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average liberal reads

tw_008_a (liberal conservative political news in section Twitter)
Conservative
NUMBER (NO DECIMALS ALLOWED)

tw_008_b (liberal moderate political news in section Twitter)

Moderate or non-partisan
NUMBER (NO DECIMALS ALLOWED)

tw_008_c (liberal liberal political news in section Twitter)
Liberal
NUMBER (NO DECIMALS ALLOWED)

tw_008_total (liberal total political news in section Twitter)
Total
NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)
Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

ELSEIF tw.order = 4 THEN

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_007_intro (Section Twitter)
When you think about the political news the **average conservative** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average conservative reads

tw_007_a (conservative conservative political news in section Twitter)
Conservative
NUMBER (NO DECIMALS ALLOWED)

tw_007_b (conservative moderate political news in section Twitter)
Moderate or non-partisan
NUMBER (NO DECIMALS ALLOWED)

tw_007_c (conservative liberal political news in section Twitter)
Liberal
NUMBER (NO DECIMALS ALLOWED)

tw_007_total (conservative total political news in section Twitter)
Total
NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_008_intro (Section Twitter)

When you think about the political news the **average liberal** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average liberal reads

tw_008_a (liberal conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_008_b (liberal moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_008_c (liberal liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_008_total (liberal total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_006_intro (Section Twitter)

When you think about the political news you read or encounter on Twitter on an average day, please indicate roughly what proportion of **your reading** comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%. If you don't read*

or encounter political news at all on Twitter, please put in all 0s.

I read

tw_006_a (respondent conservative political news in section Twitter)
Conservative
NUMBER (NO DECIMALS ALLOWED)

tw_006_b (respondent moderate political news in section Twitter)
Moderate or non-partisan
NUMBER (NO DECIMALS ALLOWED)

tw_006_c (respondent liberal political news in section Twitter)
Liberal
NUMBER (NO DECIMALS ALLOWED)

tw_006_total (respondent total political news in section Twitter)
Total
NUMBER (NO DECIMALS ALLOWED)

error0_100 (Section Twitter)
Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.
If you don't read or encounter political news at all on Twitter, put in all 0s.

END OF GROUP

ELSEIF tw_order = 5 THEN

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_008_intro (Section Twitter)
When you think about the political news the **average liberal** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average liberal reads

tw_008_a (liberal conservative political news in section Twitter)
Conservative
NUMBER (NO DECIMALS ALLOWED)

tw_008_b (liberal moderate political news in section Twitter)
Moderate or non-partisan
NUMBER (NO DECIMALS ALLOWED)

tw_008_c (liberal liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_008_total (liberal total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_006_intro (Section Twitter)

When you think about the political news you read or encounter on Twitter on an average day, please indicate roughly what proportion of **your reading** comes from sources that are generally considered...

Note: The numbers in the three boxes must add up to 100%. If you don't read or encounter political news at all on Twitter, please put in all 0s.

I read

tw_006_a (respondent conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_006_b (respondent moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_006_c (respondent liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_006_total (respondent total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error0_100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%. If you don't read or encounter political news at all on Twitter, put in all 0s.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_007_intro (Section Twitter)

When you think about the political news the **average conservative** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average conservative reads

tw_007_a (conservative conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_007_b (conservative moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_007_c (conservative liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_007_total (conservative total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

ELSEIF tw_order = 6 THEN

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_008_intro (Section Twitter)

When you think about the political news the **average liberal** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average liberal reads

tw_008_a (liberal conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_008_b (liberal moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_008_c (liberal liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_008_total (liberal total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_007_intro (Section Twitter)

When you think about the political news the **average conservative** reads on Twitter, please indicate roughly what proportion of their reading you think comes from sources that are generally considered...

Note: *The numbers in the three boxes must add up to 100%.*

The average conservative reads

tw_007_a (conservative conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_007_b (conservative moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_007_c (conservative liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_007_total (conservative total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

END OF GROUP

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

tw_006_intro (Section Twitter)

When you think about the political news you read or encounter on Twitter on an average day, please indicate roughly what proportion of **your reading** comes from sources that are generally considered...

Note: The numbers in the three boxes must add up to 100%. If you don't read or encounter political news at all on Twitter, please put in all 0s.

I read

tw_006_a (respondent conservative political news in section Twitter)

Conservative

NUMBER (NO DECIMALS ALLOWED)

tw_006_b (respondent moderate political news in section Twitter)

Moderate or non-partisan

NUMBER (NO DECIMALS ALLOWED)

tw_006_c (respondent liberal political news in section Twitter)

Liberal

NUMBER (NO DECIMALS ALLOWED)

tw_006_total (respondent total political news in section Twitter)

Total

NUMBER (NO DECIMALS ALLOWED)

error0_100 (Section Twitter)

Please make sure the total equals 100% and no entry is below 0% or exceeds 100%.

If you don't read or encounter political news at all on Twitter, put in all 0s.

END OF GROUP

END OF IF

tw_009 (public is polarized because social media is polarized in section Twitter)

Do you agree or disagree with the following statement.

"The U.S. public is politically polarized because social media content is politically polarized"

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree

tw_010 (social media makes people become politically extreme in section Twitter)

Do you agree or disagree with the following statement.

"Social media makes people become politically extreme"

- 1 Strongly agree
- 2 Agree
- 3 Neither agree nor disagree
- 4 Disagree
- 5 Strongly disagree

tw_011 (conservative, moderate or liberal in section Twitter)

Do you consider yourself a:

- 1 Very Liberal
- 2 Liberal
- 3 Moderate
- 4 Conservative
- 5 Very conservative

/* In addition to the questions described in the above the following variables are also included in the data set for the survey:

- o protected: indicates privacy of twitter account. Takes a value of 1) Yes (protected) or 2) No (public).
- o num_tweets_quartile: number of tweets in quartiles of the analyzed respondents. Takes a value of 1) Lowest 25%, 2) Next lowest 25% (up to the median), 3) Second highest 25% (above the median) or 4) Highest 25%.
- o num_followed_quartile: number of accounts followed in quartiles of the analyzed respondents. Takes a value of 1) Lowest 25%, 2) Next lowest 25% (up to the median), 3) Second highest 25% (above the median) or 4) Highest 25%.
- o num_followers_quartile: number of followers in quartiles of the analyzed respondents. Takes a value of 1) Lowest 25%, 2) Next lowest 25% (up to the median), 3) Second

highest 25% (above the median) or 4) Highest 25%.

These variables were created based on analysis of the actual Twitter accounts of respondents. Only respondents who provided a valid Twitter handle were considered, as reflected in the "analyzed" variable. To see if respondents provided a Twitter handle at all (be it valid or invalid), the "tw_provided" variable can be used. */

End of section **Twitter**

Start of section **Closing**

CS_001 (HOW PLEASANT INTERVIEW in section Closing)

Could you tell us how interesting or uninteresting you found the questions in this survey?

- 1 Very interesting
- 2 Interesting
- 3 Neither interesting nor uninteresting
- 4 Uninteresting
- 5 Very uninteresting

CS_003 (comments in section Closing)

Do you have any other comments on the interview? Please type these in the box below.(If you have no comments, please click next to complete this survey.)

STRING

End of section **Closing**

/* Please note that although question CS.003 is listed in the routing, the answers are not included in the microdata in the event identifiable information is captured. Cleaned responses are available by request. */