# Appendix 2: English translation of the survey

# A: Instagram usage

* Do you have an Instagram account?
  + yes
  + no
* How many followers do you approx. have?
* How many accounts do you approx. follow?
* What kind of accounts do you follow on Instagram? (multiple answers possible)
  + friends/acquaintances
  + stars (musicians, actors, …)
  + brands/companies (Nike, Douglas, …)
  + traveling & lifestyle
  + fashion
  + fitness
  + beauty
  + food
  + professional athletes
  + memes/entertainment
  + gaming
  + politics
  + decoration/interior
  + youtuber
  + quotes/proverbs
  + other
* How many hours per week do you spend approx. on Instagram?
  + less than 1 hour
  + 1 to 2 hours
  + 2 to 5 hours
  + 5 to 10 hours
  + 10 to 15 hours
  + 15 to 20 hours
  + 20 to 30 hours
  + more than 30 hours
* How long have you been subscribed to Instagram?
  + less than one month
  + between one month and six months
  + between six months and one year
  + between one year and two years
  + between two and five years
  + more than five years
* Do you post photos on Instagram?
  + yes
  + no
* Do you react to photos by liking?
  + yes
  + no
* Do you react to photos by commenting?
  + yes
  + no

# B: Viewing the Posting

* Please look at the posting carefully.

# C: About the Product

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements regarding the product just shown. | | | | | | | |
|  | do not agree at all | do not agree | rather not agree | neither nor | rather agree | agree | totally agree |
| The product in this ad is attractive. |  |  |  |  |  |  |  |
| It is a good product. |  |  |  |  |  |  |  |
| I like this product. |  |  |  |  |  |  |  |
| It is a satisfactory product. |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| If I were planning to buy a soda machine, I would choose this SodaStream. |  |  |  |  |  |  |  |
| I would purchase this SodaStream. |  |  |  |  |  |  |  |
| If a friend were looking for a soda machine, I would advise him or her to purchase this SodaStream. |  |  |  |  |  |  |  |
| General question: An hour is a long time for me. |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements regarding the soda machines in general. | | | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| socially unacceptable / socially acceptable |  |  |  |  |  |  |  |
| unfashionable / fashionable |  |  |  |  |  |  |  |
| undesired impression / desired impression |  |  |  |  |  |  |  |
| disapproved by others / approved by others |  |  |  |  |  |  |  |
| unpopular / popular |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements regarding the brand SodaStream. | | | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| dishonest / honest |  |  |  |  |  |  |  |
| unreputable / reputable |  |  |  |  |  |  |  |
| unreliable / reliable |  |  |  |  |  |  |  |
| no positive influence / positive influence |  |  |  |  |  |  |  |
| uncommitted / committed |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements regarding your attitude towards environmental awareness. | | | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| not important / important |  |  |  |  |  |  |  |
| irrelevant / relevant |  |  |  |  |  |  |  |
| meaningless / meaningful |  |  |  |  |  |  |  |
| low priority / high priority |  |  |  |  |  |  |  |
| unnecessary / necessary |  |  |  |  |  |  |  |

# D: About the Posting

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements regarding the posting shown. | | | | | | | |
|  | do not agree at all | do not agree | rather not agree | neither nor | rather agree | agree | totally agree |
| The posting showed me that the product has certain advantages. |  |  |  |  |  |  |  |
| I learned something from the posting that I did not know before. |  |  |  |  |  |  |  |
| The message of the posting was important for me. |  |  |  |  |  |  |  |
| The posting reminded me that I'm dissatisfied with what I'm using now and I'm looking for something better. |  |  |  |  |  |  |  |
| I would be interested in getting more information about the product. |  |  |  |  |  |  |  |
| The posting gave me new idea. |  |  |  |  |  |  |  |
| The posting didn't have anything to do with me or my needs. |  |  |  |  |  |  |  |
| During the posting I thought how that product might be useful to me. |  |  |  |  |  |  |  |
| The posting told about a product I think I'd like to try. |  |  |  |  |  |  |  |
| The posting made me feel the product is right for me. |  |  |  |  |  |  |  |
| The posting made me think I might try the brand — just to see if it's as good as they say. |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| This posting is believable |  |  |  |  |  |  |  |
| This posting is credible. |  |  |  |  |  |  |  |
| This posting is realistic. |  |  |  |  |  |  |  |
| Please tick the answer option "rather agree" at this point. |  |  |  |  |  |  |  |

# E: About the instagrammer

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge your impression regarding the instagrammer | | | | | | | |
|  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Not persuasive / persuasive |  |  |  |  |  |  |  |
| Not competent / competent |  |  |  |  |  |  |  |
| Not likeable / likeable |  |  |  |  |  |  |  |
| Not attractive / attractive |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| not an expert / expert |  |  |  |  |  |  |  |
| inexperienced / experienced |  |  |  |  |  |  |  |
| unqualified / qualified |  |  |  |  |  |  |  |
| Unskilled / skilled |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| insincere / sincere |  |  |  |  |  |  |  |
| dishonest / honest |  |  |  |  |  |  |  |
| not dependable / dependable |  |  |  |  |  |  |  |
| not trustworthy / trustworthy |  |  |  |  |  |  |  |
| not credible / credible |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements regarding the instagrammer | | | | | | | |
|  | do not agree at all | do not agree | rather not agree | neither nor | rather agree | agree | totally agree |
| The instagrammer and I have a lot in common. |  |  |  |  |  |  |  |
| The instagrammer and I are very similar. |  |  |  |  |  |  |  |
| It is easy for me to identify myself with the instagrammer. |  |  |  |  |  |  |  |
| General question: I like the color blue. |  |  |  |  |  |  |  |

* Do you know the instagrammer “nastiinkaaa\_” from the shown posting?
  + Yes, I follow her on Instagram.
  + Yes, but I do not follow her on Instagram.
  + No, I don’t know her.

# F: About Product Placement

* Has the described product been shown?
  + Yes
  + Unsure
  + No
* Was the brand of the product mentioned?
  + Yes
  + Unsure
  + No
* Which wording was used in the posting?
  + #advertisement (#Werbung)
  + #unpaidadvertisement (#unbezahlteWerbung)
  + #ad
  + None of the above
* Do you really think the posting was unpaid?
  + Yes
  + No
* Did you perceive the posting shown including the description as a form of mutual/ non-commercial communication?
  + Yes
  + No
* Did you perceive the posting shown including the description as a form of advertisement/commercial communication?
  + Yes
  + No
* Do you know, how advertisement disclosure on instagram is regulated?
  + Yes
  + Unsure
  + No
* Please decide (in case of doubt according to your gut feeling) whether you agree to the following statements.

|  |  |  |  |
| --- | --- | --- | --- |
| Influencers have to disclose a posting as advertisement if they … | | | |
|  | yes | unsure | no |
| … get paid by a company for the posting. |  |  |  |
| … recommend a product, which was gifted to them by a company. |  |  |  |
| … recommend a product, which was gifted to them by another individual. |  |  |  |
| … recommend a product, which they bought by themselves. |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements. | | | | | | | |
|  | do not agree at all | do not agree | rather not agree | neither nor | rather agree | agree | totally agree |
| I hate seeing brand name products on Instagram (IG) if they are placed for commercial purposes. |  |  |  |  |  |  |  |
| I don't mind if instagrammers receive compensation from manufacturers for product recommendations. |  |  |  |  |  |  |  |
| It is highly unethical to influence your subscribers by showing branded products. |  |  |  |  |  |  |  |
| The government should regulate the use of brand name products on IG. |  |  |  |  |  |  |  |
| I don't mind if brand name products are shown by instagrammers. |  |  |  |  |  |  |  |
| The placement of brands on IG should be completely banned. |  |  |  |  |  |  |  |
| I don't mind seeing brand name products on IG as long as they are not unrealistically shown. |  |  |  |  |  |  |  |
| IG users are subconsciously influenced by the brands they see on IG. |  |  |  |  |  |  |  |
| I often buy brands that were recommended on IG. |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements regarding advertisement in general. | | | | | | | |
|  | do not agree at all | do not agree | rather not agree | neither nor | rather agree | agree | totally agree |
| We can depend on getting the truth in most advertising. |  |  |  |  |  |  |  |
| Advertising is a reliable source of information about the quality and performance of products. |  |  |  |  |  |  |  |
| Advertising is a reliable source of information about the quality and performance of products. |  |  |  |  |  |  |  |
| Most advertising provides consumers with essential information. |  |  |  |  |  |  |  |

# G: Further questions

* Do you like drinking sparkling water?
  + Yes
  + No
* How did your Instagram usage change during the corona crisis?
  + Strong increase
  + Slight increase
  + No change
  + Slight decrease
  + Strong decrease

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Please judge the following statements. | | | | | | | |
|  | do not agree at all | do not agree | rather not agree | neither nor | rather agree | agree | totally agree |
| My attitude towards advertisement on IG changed due to corona. |  |  |  |  |  |  |  |
| I do not want to see advertisement on IG during corona. |  |  |  |  |  |  |  |
| I’m interested to see advertisement for products on Ig, which might be helpful during the corona crisis. |  |  |  |  |  |  |  |
| I only want to see things on IG related to corona. |  |  |  |  |  |  |  |
| Due to the corona crisis, my interest for SodaStream rose. |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| A life without family would not satisfy me. |  |  |  |  |  |  |  |
| My relatives’ needs are more important to me than my own needs. |  |  |  |  |  |  |  |
| I wouldn’t work longer, if it meant missing out on a family activity. |  |  |  |  |  |  |  |

# H: Personal questions

* What is your gender?
  + Male
  + Female
* How old are you?
* What is your highest level of education achieved?
  + No school graduation certificate
  + secondary school certificate
  + high school diploma
  + apprenticeship
  + vocational baccalaureate diploma
  + general qualification for university entrance
  + university degree (Bachelor)
  + university degree (Master)
  + university degree (PhD.
  + Other