# 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