

Topline questionnaire

**2017 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 25 MARCH
FINAL TOPLINE
March 13-27, 2017
TOTAL N=4,151⁴**

**[RANDOMLY ASSIGN PARTICIPANTS TO RECEIVE ONE OF THE FOLLOWING FOUR VIGNETTES;
VIGNETTE=1, 2, 3 or 4]**

ASK IF VIGNETTE=1 [N=1,005]:

Please think about the following situation...

David and his friend are messaging privately about a sensitive political issue on which they disagree. David says something that offends his friend, who forwards the conversation to some people they know. One of those people shares the conversation publicly on a social media account, and David receives unkind messages from strangers. The original conversation is then reposted on an account with thousands of followers, and David receives messages that are vulgar. Eventually someone posts David's phone number and home address online, and David starts to receive threatening messages.

V1Q1 In your opinion, did David experience online harassment in this situation?

Mar 13-Mar 27
2017

89	Yes
4	No
7	Not sure
0	No answer

AMONG VIGNETTE=1 [N=1,005]:

V1Q2 Which parts, if any, of David's experience do you consider to be online harassment? **[SHOW ITEMS IN ORDER]**

[Check all that apply]

		<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
a.	When David offends his friend Mar 13-Mar 27, 2017	5	95
b.	When David's friend forwards their private conversation to others Mar 13-Mar 27, 2017	48	52
c.	When someone shares the conversation publicly on social media Mar 13-Mar 27, 2017	54	46

⁴ The Wave 25 survey was administered exclusively in web mode. The survey included N=181 previous mail mode panelists that were converted to web and were provided an internet-enabled tablet if necessary.

	<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
d. When David receives unkind messages Mar 13-Mar 27, 2017	72	28
e. When David receives vulgar messages Mar 13-Mar 27, 2017	82	18
f. When David's phone number and home address are posted online Mar 13-Mar 27, 2017	85	15
g. When David receives threatening messages Mar 13-Mar 27, 2017	85	15
h. None of these [EXCLUSIVE PUNCH] Mar 13-Mar 27, 2017	2	92

ASK IF VIGNETTE=2 [N=1,096]:

Please think about the following situation...

Julie and her friend are messaging privately about a sensitive political issue on which they disagree. Julie says something that offends her friend, who forwards the conversation to some people they know. One of those people shares the conversation publicly on a social media account, and Julie receives unkind messages from strangers. The original conversation is then reposted on an account with thousands of followers, and Julie receives messages that are vulgar. Eventually someone posts Julie's phone number and home address online, and Julie starts to receive threatening messages.

V2Q1 In your opinion, did Julie experience online harassment in this situation?

Mar 13-Mar 27
2017

91	Yes
4	No
5	Not sure
*	No answer

AMONG VIGNETTE=2 [N=1,096]:

V2Q2 Which parts, if any, of Julie's experience do you consider to be online harassment? [**SHOW ITEMS IN ORDER**]

[Check all that apply]

	<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
a. When Julie offends her friend Mar 13-Mar 27, 2017	3	97
b. When Julie's friend forwards their private conversation to others Mar 13-Mar 27, 2017	54	46
c. When someone shares the conversation publicly on social media Mar 13-Mar 27, 2017	58	42
d. When Julie receives unkind messages Mar 13-Mar 27, 2017	71	29
e. When Julie receives vulgar messages Mar 13-Mar 27, 2017	79	21
f. When Julie's phone number and home address are posted online Mar 13-Mar 27, 2017	82	18
g. When Julie receives threatening messages Mar 13-Mar 27, 2017	85	15
h. None of these [EXCLUSIVE PUNCH] Mar 13-Mar 27, 2017	2	98

ASK IF VIGNETTE=3 [N=993]:

Please think about the following situation...

Julie posts on her social media account, defending one side of a controversial political issue. A few people reply to her, with some supporting and some opposing her. As more people see her post, Julie receives unkind messages. Eventually her post is shared by a popular blogger with thousands of followers, and Julie receives vulgar messages that insult her looks and sexual behavior. She also notices people posting pictures of her that have been edited to include sexual images. Eventually, she receives threatening messages.

V3Q1 In your opinion, did Julie experience online harassment in this situation?

Mar 13-Mar 27
2017

89	Yes
6	No
5	Not sure
*	No answer

AMONG VIGNETTE=3 [N=993]:

V3Q2 Which parts, if any, of Julie's experience do you consider to be online harassment? **[SHOW ITEMS IN ORDER]**

[Check all that apply]

		<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
a.	When some of Julie's friends first disagree with her Mar 13-Mar 27, 2017	3	97
b.	When Julie receives unkind messages Mar 13-Mar 27, 2017	43	57
c.	When Julie's post is shared on social media by the blogger Mar 13-Mar 27, 2017	17	83
d.	When Julie receives vulgar messages about her looks and sexual behavior Mar 13-Mar 27, 2017	85	15
e.	When Julie's picture is edited to include sexual images Mar 13-Mar 27, 2017	84	16
f.	When Julie receives threatening messages Mar 13-Mar 27, 2017	86	24
g.	None of these [EXCLUSIVE PUNCH] Mar 13-Mar 27, 2017	2	98

ASK IF VIGNETTE=3 [N=993]:

V3Q3 Do you think the social media service should have stepped in at any point during this situation?

Mar 13-Mar 27

2017

65	Yes
12	No
22	Not sure
*	No answer

AMONG VIGNETTE=3 [N=993]:

V3Q4. At which points, if any, do you think the social media service should have stepped in? **[SHOW ITEMS IN ORDER]**

[Check all that apply]

	<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
a. When some of Julie's friends first disagree with her Mar 13-Mar 27, 2017	2	98
b. When Julie receives unkind messages Mar 13-Mar 27, 2017	20	80
c. When Julie's post is shared on social media by the blogger Mar 13-Mar 27, 2017	13	87
d. When Julie receives vulgar messages about her looks and sexual behavior Mar 13-Mar 27, 2017	66	34
e. When Julie's picture is edited to include sexual images Mar 13-Mar 27, 2017	71	29
f. When Julie receives threatening messages Mar 13-Mar 27, 2017	76	24
g. None of these [EXCLUSIVE PUNCH] Mar 13-Mar 27, 2017	3	97

ASK IF VIGNETTE=4 [N=1,057]:

Please think about the following situation...

John posts on his social media account, defending one side of a controversial political issue. A few people reply to him, with some supporting and some opposing him. As more people see his post, John receives unkind messages. Eventually his post is shared by a popular blogger with thousands of followers, and John receives vulgar messages that make racial insults and use a common racial slur. He also notices people posting pictures of him that have been edited to include racially insensitive images. Eventually, he receives threatening messages.

V4Q1 In your opinion, did John experience online harassment in this situation?

Mar 13-Mar 27

2017

85	Yes
6	No
10	Not sure
*	No answer

AMONG VIGNETTE=4 [N=1,057]:

V4Q2 Which parts, if any, of John's experience do you consider to be online harassment? **[SHOW ITEMS IN ORDER]**

[Check all that apply]

		<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
a.	When some of John's followers first disagree with him Mar 13-Mar 27, 2017	3	97
b.	When John receives unkind messages Mar 13-Mar 27, 2017	35	65
c.	When John's post is shared on social media by the blogger Mar 13-Mar 27, 2017	16	84
d.	When John receives vulgar messages with racially insulting language Mar 13-Mar 27, 2017	82	18
e.	When John's picture is edited to include racially insensitive images Mar 13-Mar 27, 2017	80	20
f.	When John receives personal threats Mar 13-Mar 27, 2017	82	18
g.	None of these [EXCLUSIVE PUNCH] Mar 13-Mar 27, 2017	4	96

ASK IF VIGNETTE=4 [N=1,057]:

V4Q3 Do you think the social media service should have stepped in at any point during this situation?

Mar 13-Mar 27

2017

54	Yes
19	No
27	Not sure
*	No answer

AMONG VIGNETTE=4 [N=1,057]:

V4Q4

At which points, if any, do you think the social media service should have stepped in? **[SHOW ITEMS IN ORDER]**

[Check all that apply]

		<u>Selected</u>	<u>Not selected</u> <u>/No answer</u>
a.	When some of John's followers first disagree with him Mar 13-Mar 27, 2017	2	98
b.	When John receives unkind messages Mar 13-Mar 27, 2017	16	84
c.	When John's post is shared on social media by the blogger Mar 13-Mar 27, 2017	12	88
d.	When John receives vulgar messages with racially insulting language Mar 13-Mar 27, 2017	57	43
e.	When John's picture is edited to include racially insensitive images Mar 13-Mar 27, 2017	57	43
f.	When John receives personal threats Mar 13-Mar 27, 2017	67	33
g.	None of these [EXCLUSIVE PUNCH] Mar 13-Mar 27, 2017	3	97