Topline questionnaire

2018 PEW RESEARCH CENTER’S AMERICAN TRENDS PANEL
WAVE 35 MAY 2018
FINAL TOPLINE
MAY 29 – JUNE 11, 2018
TOTAL N=4,594

ASK ALL: ALG1 Which of the following statements comes closest to your view, even if neither is exactly right? [RANDOMIZE OPTIONS]

May 29–Jun 11 2018
40 It is possible for computer programs to make decisions without human bias
58 Computer programs will always reflect the biases of the people who designed them
2 No Answer

ASK ALL: On a different subject...
SNS Do you use any of the following social media sites? [RANDOMIZE WITH “OTHER” ALWAYS LAST]

[Check all that apply]

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Selected</th>
<th>Not Selected</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Facebook</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 29–Jun 11 2018 [N=4,594]</td>
<td>74</td>
<td>26</td>
<td>-</td>
</tr>
<tr>
<td>Aug 8–Aug 21, 2017 [N=4,971]</td>
<td>66</td>
<td>34</td>
<td>-</td>
</tr>
<tr>
<td>Jan 12-Feb 8, 2016 [N=4,654]</td>
<td>67</td>
<td>33</td>
<td>-</td>
</tr>
<tr>
<td>Mar 13–15, 20-22, 2015 [N=2,035]</td>
<td>66</td>
<td>34</td>
<td>1</td>
</tr>
<tr>
<td>Aug 21-Sep 2, 2013 [N=5,173]</td>
<td>64</td>
<td>36</td>
<td>*</td>
</tr>
<tr>
<td>b. Twitter</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 29–Jun 11 2018 [N=4,594]</td>
<td>21</td>
<td>79</td>
<td>-</td>
</tr>
<tr>
<td>Aug 8–Aug 21, 2017 [N=4,971]</td>
<td>15</td>
<td>85</td>
<td>-</td>
</tr>
<tr>
<td>Jan 12-Feb 8, 2016 [N=4,654]</td>
<td>16</td>
<td>84</td>
<td>-</td>
</tr>
<tr>
<td>Mar 13–15, 20-22, 2015 [N=2,035]</td>
<td>17</td>
<td>83</td>
<td>1</td>
</tr>
<tr>
<td>Aug 21-Sep 2, 2013 [N=5,173]</td>
<td>16</td>
<td>84</td>
<td>*</td>
</tr>
<tr>
<td>NO ITEMS C-D</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Instagram</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 29–Jun 11 2018 [N=4,594]</td>
<td>34</td>
<td>66</td>
<td>-</td>
</tr>
<tr>
<td>Aug 8–Aug 21, 2017 [N=4,971]</td>
<td>26</td>
<td>74</td>
<td>-</td>
</tr>
<tr>
<td>Jan 12-Feb 8, 2016 [N=4,654]</td>
<td>19</td>
<td>81</td>
<td>-</td>
</tr>
<tr>
<td>Aug 21-Sep 2, 2013 [N=5,173]</td>
<td>12</td>
<td>88</td>
<td>*</td>
</tr>
<tr>
<td>NO ITEMS F-G</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

www.pewresearch.org
h. YouTube

<table>
<thead>
<tr>
<th></th>
<th>Selected</th>
<th>Not Selected</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 29- Jun 11, 2018</td>
<td>68</td>
<td>32</td>
<td>-</td>
</tr>
<tr>
<td>Aug 8- Aug 21, 2017</td>
<td>58</td>
<td>42</td>
<td>-</td>
</tr>
<tr>
<td>Jan 12-Feb 8, 2016</td>
<td>48</td>
<td>52</td>
<td>-</td>
</tr>
<tr>
<td>Aug 21-Sep 2, 2013</td>
<td>51</td>
<td>49</td>
<td>*</td>
</tr>
</tbody>
</table>

j. Snapchat

<table>
<thead>
<tr>
<th></th>
<th>Selected</th>
<th>Not Selected</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 29- Jun 11, 2018</td>
<td>22</td>
<td>78</td>
<td>-</td>
</tr>
<tr>
<td>Aug 8- Aug 21, 2017</td>
<td>18</td>
<td>82</td>
<td>-</td>
</tr>
<tr>
<td>Jan 12-Feb 8, 2016</td>
<td>10</td>
<td>90</td>
<td>-</td>
</tr>
</tbody>
</table>

k. Other

<table>
<thead>
<tr>
<th></th>
<th>Selected</th>
<th>Not Selected</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 29- Jun 11, 2018</td>
<td>10</td>
<td>90</td>
<td>-</td>
</tr>
<tr>
<td>Aug 8- Aug 21, 2017</td>
<td>5</td>
<td>95</td>
<td>-</td>
</tr>
<tr>
<td>Jan 12-Feb 8, 2016</td>
<td>11</td>
<td>89</td>
<td>-</td>
</tr>
<tr>
<td>Aug 21-Sep 2, 2013</td>
<td>3</td>
<td>97</td>
<td>*</td>
</tr>
</tbody>
</table>

SUMMARY OF SOCIAL MEDIA USERS (ANY SNSa-l=1).

4,316 Social media user (SNSUSER=1)
278 Not social media user (SNSUSER=0)

ASK ALL: How often, if ever, do you [IF SOCIAL MEDIA USER (SNSUSER=1): see] [IF NOT SOCIAL MEDIA USER (SNSUSER=0): hear about] content on social media that makes you feel... [RANDOMIZE]

a. Angry
May 29-Jun 11, 2018

<table>
<thead>
<tr>
<th>Frequently</th>
<th>Sometimes</th>
<th>Hardly ever</th>
<th>Never</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>46</td>
<td>19</td>
<td>10</td>
<td>1</td>
</tr>
</tbody>
</table>

b. Inspired
May 29-Jun 11, 2018

<table>
<thead>
<tr>
<th>Frequently</th>
<th>Sometimes</th>
<th>Hardly ever</th>
<th>Never</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>52</td>
<td>22</td>
<td>11</td>
<td>*</td>
</tr>
</tbody>
</table>

c. Amused
May 29-Jun 11, 2018

<table>
<thead>
<tr>
<th>Frequently</th>
<th>Sometimes</th>
<th>Hardly ever</th>
<th>Never</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
<td>44</td>
<td>7</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

d. Depressed
May 29-Jun 11, 2018

<table>
<thead>
<tr>
<th>Frequently</th>
<th>Sometimes</th>
<th>Hardly ever</th>
<th>Never</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>36</td>
<td>28</td>
<td>23</td>
<td>1</td>
</tr>
</tbody>
</table>

e. Connected
May 29-Jun 11, 2018

<table>
<thead>
<tr>
<th>Frequently</th>
<th>Sometimes</th>
<th>Hardly ever</th>
<th>Never</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>48</td>
<td>20</td>
<td>12</td>
<td>*</td>
</tr>
</tbody>
</table>

f. Lonely
May 29-Jun 11, 2018

<table>
<thead>
<tr>
<th>Frequently</th>
<th>Sometimes</th>
<th>Hardly ever</th>
<th>Never</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>24</td>
<td>31</td>
<td>38</td>
<td>1</td>
</tr>
</tbody>
</table>
ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
SM2 How often, if ever, do you see the following things on social media? [RANDOMIZE]

<table>
<thead>
<tr>
<th></th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Hardly ever</th>
<th>Never</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Posts that are overly dramatic or exaggerated</td>
<td>58</td>
<td>31</td>
<td>5</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>May 29-Jun 11, 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Posts that appear to be about one thing but turn out to be about something else</td>
<td>33</td>
<td>45</td>
<td>15</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>May 29-Jun 11, 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Posts that teach you something useful that you hadn't known before</td>
<td>21</td>
<td>57</td>
<td>16</td>
<td>5</td>
<td>*</td>
</tr>
<tr>
<td>May 29-Jun 11, 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. People making accusations or starting arguments without waiting until they have all the facts</td>
<td>59</td>
<td>28</td>
<td>7</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>May 29-Jun 11, 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ASK ALL:
SM3 In general, would you say that the content posted on social media provides an accurate picture of how society as a whole feels about important issues?

<table>
<thead>
<tr>
<th></th>
<th>Provides an accurate picture</th>
<th>Does not provide an accurate picture</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 29-Jun 11, 2018</td>
<td>25</td>
<td>74</td>
<td>1</td>
</tr>
</tbody>
</table>

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
SM5 How acceptable, if at all, do you think it is for social media sites to use data about you and your online activities to...

<table>
<thead>
<tr>
<th></th>
<th>Very acceptable</th>
<th>Somewhat acceptable</th>
<th>Not very acceptable</th>
<th>Not acceptable at all</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Recommend events in your area</td>
<td>25</td>
<td>50</td>
<td>14</td>
<td>11</td>
<td>*</td>
</tr>
<tr>
<td>May 29-Jun 11, 2018</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| b. Show you advertisements for products or services | 11 | 41 | 26 | 21 | *
| May 29-Jun 11, 2018 | | | | | |
SM5 CONTINUED...

<table>
<thead>
<tr>
<th>c. Recommend someone you might want to know as a friend</th>
<th>Very acceptable</th>
<th>Somewhat acceptable</th>
<th>Not very acceptable</th>
<th>Not acceptable at all</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 29-Jun 11, 2018</td>
<td>14</td>
<td>43</td>
<td>24</td>
<td>19</td>
<td>*</td>
</tr>
</tbody>
</table>

d. Show you messages from political campaigns

| May 29-Jun 11, 2018                                     | 7              | 30                | 31                  | 31                   | 1         |

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
[RANDOMIZE ORDER OF SM6a AND SM6b]

SM6a Which of the following behaviors do you see more of on social media? [RANDOMIZE 1 AND 2, 3 ALWAYS LAST]

<table>
<thead>
<tr>
<th>May 29-Jun 11, 2018</th>
<th>21</th>
<th>24</th>
<th>54</th>
<th>1</th>
</tr>
</thead>
</table>

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
[RANDOMIZE ORDER OF SM6a AND SM6b]

SM6b Which of the following behaviors do you see more of on social media? [RANDOMIZE 1 AND 2, 3 ALWAYS LAST]

| May 29-Jun 11, 2018                                     | 18             | 17                | 63                  | 2                    |

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:

SM8 Do you think it is acceptable or not acceptable for social media sites to do the following things? [RANDOMIZE]

<table>
<thead>
<tr>
<th>Acceptable</th>
<th>Not acceptable</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Change the look and feel of their site for some users, but not others May 29-Jun 11, 2018</td>
<td>21</td>
<td>78</td>
</tr>
<tr>
<td>b. Remind some users, but not others, to vote on election day May 29-Jun 11, 2018</td>
<td>18</td>
<td>82</td>
</tr>
</tbody>
</table>

www.pewresearch.org
c. Show some users, but not others, more of their friends’ happy posts and fewer of their sad posts

<table>
<thead>
<tr>
<th>Acceptable</th>
<th>Not acceptable</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>78</td>
<td>1</td>
</tr>
</tbody>
</table>

[Randomly assign participants to receive one of the following two vignettes (V1=1 or V1=2)]

**ASK IF V1=1 [N=2,279]:**

V1Q1 Next, please think about the following situation...

Companies have developed automated programs to calculate a new type of personal finance score, similar to a credit score. These programs collect information from many different sources about people’s behavior and personal characteristics – such as their online habits or the products and services they use. They then assign people an automated score that helps businesses decide whether to offer them loans, special offers or other services.

How FAIR do you think this type of program would be to consumers?

<table>
<thead>
<tr>
<th>Very fair</th>
<th>Somewhat fair</th>
<th>Not very fair</th>
<th>Not fair at all</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>27</td>
<td>33</td>
<td>33</td>
<td>1</td>
</tr>
</tbody>
</table>

**ASK IF V1=1 [N=2,279]:**

V1Q2 How EFFECTIVE do you think this type of program would be at identifying people who would be good customers?

<table>
<thead>
<tr>
<th>Very effective</th>
<th>Somewhat effective</th>
<th>Not very effective</th>
<th>Not effective at all</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>41</td>
<td>30</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>
ASK IF V1=1 [N=2,279]:
V1Q3   Do you think it is acceptable or not for companies to use this type of program?

May 29-
Jun 11
2018
31        Acceptable
68        Not acceptable
1          No Answer

ASK IF V1Q3=1,2 [N=2,257]:
V1Q4   Why do you think this is [IF V1Q3=2 "not"] acceptable? [OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]

Based on those who think this is acceptable (N=629)

May 29-
Jun 11
2018
31        Would be effective / Help companies find customers
12        People who use social media or online services are knowingly putting information out there
6         Companies can do what they want / is a free market / is capitalism
4         Is fine as long as information can be corrected or removed
3         Is no different from a current credit score
9         Other response
3         Don't know
34        No answer

Based on those who think this is NOT acceptable (N=1628)

May 29-
Jun 11
2018
26        Violates privacy
20        Social media and other online data doesn't tell the whole story /
doesn't represent person accurately
15        It is unfair or discriminatory
9         Information has no relationship to creditworthiness
5         No way to correct or influence score
8         Other response
1         Don't know
23        No answer

ASK IF V1=2 [N=2,315]:
V2Q1   Next, please think about the following situation...

Companies have developed automated programs to calculate a new type of criminal risk score for people in prison who may qualify for parole. These programs collect information from many sources about a person’s past behavior and personal characteristics. They then compare this data to others who have been convicted of crimes, and assign a score that helps decide whether someone should be released on parole or not.

How FAIR do you think this type of program would be to people in parole hearings?
May 29-
Jun 11
2018
10 Very fair
41 Somewhat fair
32 Not very fair
17 Not fair at all
1 No Answer

**ASK IF V1=2 [N=2,315]:**

V2Q2 How EFFECTIVE do you think this type of program would be at identifying people who are deserving of parole from prison?

May 29-
Jun 11
2018
8 Very effective
40 Somewhat effective
36 Not very effective
15 Not effective at all
1 No Answer

**ASK IF V1=2 [N=2,315]:**

V2Q3 Do you think it is acceptable or not for the criminal justice system to use this type of program?

May 29-
Jun 11
2018
42 Acceptable
56 Not acceptable
2 No Answer

**ASK IF V2Q3=1,2 [N=2,268]:**

V2Q4 Why do you think this is [IF V2Q3=2 "not"] acceptable? [OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]

Based on those who think this is acceptable (N=955)

May 29-
Jun 11
2018
16 Would be effective / Good to have more information
13 Should be used as tool, but not only factor
10 Would be fair/unbiased
9 Current system is bad / Can only improve on current system / People deserve second chance
6 Any tool to identify repeat offenders is good / Need to protect public
2 People can change / Algorithm might not have current info
1 Needs to be human involvement
1 Unfair / Could result in bias or profiling
16 Other response

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Based on those who think this is NOT acceptable (N=1313)

May 29-
Jun 11
2018

26 Every individual or circumstance is different
25 People can change / Algorithm might not have current info
12 Needs to be human involvement
9 Unfair / Could result in bias or profiling
4 Violates privacy
2 Should be used as tool, but not only factor
1 Would be fair/unbiased
10 Other response
2 Don’t know
20 No answer

[RANDOMLY ASSIGN PARTICIPANTS TO RECEIVE ONE OF THE FOLLOWING TWO VIGNETTES (V2=3 OR V2=4)]

ASK IF V2=3 [N=2,320]:
V3Q1 Next, please think about the following situation...

In an effort to improve the hiring process, some companies are now recording interviews with job candidates. These videos are analyzed by a computer, which matches the characteristics and behavior of candidates with traits shared by successful employees. Candidates are then given an automated score that helps the firm decide whether or not they might be a good hire.

How FAIR do you think this type of program would be to people applying for jobs?

May 29-
Jun 11
2018

6 Very fair
27 Somewhat fair
39 Not very fair
27 Not fair at all
1 No Answer

ASK IF V2=3 [N=2,320]:
V3Q2 How EFFECTIVE do you think this type of program would be at identifying good job candidates?

May 29-
Jun 11
2018

6 Very effective
33 Somewhat effective
38 Not very effective
21 Not effective at all
2 No Answer

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ASK IF V2=3 [N=2,320]:
V3Q3 Do you think it is acceptable or not for companies to use this type of program when hiring job candidates?

May 29- Jun 11 2018
32 Acceptable
67 Not acceptable
1 No Answer

ASK IF V3Q3=1,2 [N=2,296]:
V3Q4 Why do you think this is [IF V3Q3=2 "not"] acceptable? [OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]

Based on those who think this is acceptable (N=764)

May 29- Jun 11 2018

17 Companies can hire however they want
16 It's just another data point in the interview process
9 Would be more objective
4 Is acceptable with candidate knowledge / consent
2 Humans should be evaluated by humans
1 It would not work / flawed
1 Is not fair
22 Other response
<1 Don't know
31 No answer

Based on those who think this is NOT acceptable (N=1532)

May 29- Jun 11 2018

20 It would not work / flawed
16 Humans should be evaluated by humans
14 Is not fair
13 Not everyone interviews well
1 Is weird/uncomfortable
1 Is acceptable with candidate knowledge / consent
11 Other response
<1 Don't know
25 No answer
ASK IF V2=4 [N=2,274]:
V4Q1  Next, please think about the following situation...

In an effort to improve the hiring process, some companies are now using computers to screen resumes. The computer assigns each candidate an automated score based on the content of their resume, and how it compares with resumes of employees who have been successful. Only resumes that meet a certain score are sent to a hiring manager for further review.

How FAIR do you think this type of program would be to people applying for jobs?

May 29-
Jun 11
2018
8   Very fair
35  Somewhat fair
34  Not very fair
23  Not fair at all
1   No Answer

ASK IF V2=4 [N=2,274]:
V4Q2  How EFFECTIVE do you think this type of program would be at identifying good job candidates?

May 29-
Jun 11
2018
8   Very effective
39  Somewhat effective
34  Not very effective
18  Not effective at all
1   No Answer

ASK IF V2=4 [N=2,274]:
V4Q3  Do you think it is acceptable or not for companies to use this type of program when hiring job candidates?

May 29-
Jun 11
2018
41  Acceptable
57  Not acceptable
2   No Answer
ASK IF V4Q3=1,2 [N=2,240]:
V4Q4  Why do you think this is [IF V4Q3=2 "not"] acceptable? [OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]

Based on those who think this is acceptable (N=971)

May 29-
Jun 11
2018

19  Algorithms may/will be more accurate
19  Saves companies time with large numbers of applicants
16  Companies can hire however they want
  Takes human element away from hiring process/ computers can't judge character
6   Would remove bias
5   Algorithms are OK as long as it's not the entire process
4   Is not fair / May not get best person
2   Resumes are bad / Good employees can write bad resumes / System can be gamed
13  Other response
<1  Don't know
25  No answer

Based on those who think this is NOT acceptable (N=1269)

May 29-
Jun 11
2018

36  Takes human element away from hiring process/ computers can't judge character
23  Is not fair / May not get best person
16  Resumes are bad / Good employees can write bad resumes / System can be gamed
1   Algorithms may/will be more accurate
9   Other response
1   Don't know
25  No answer

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