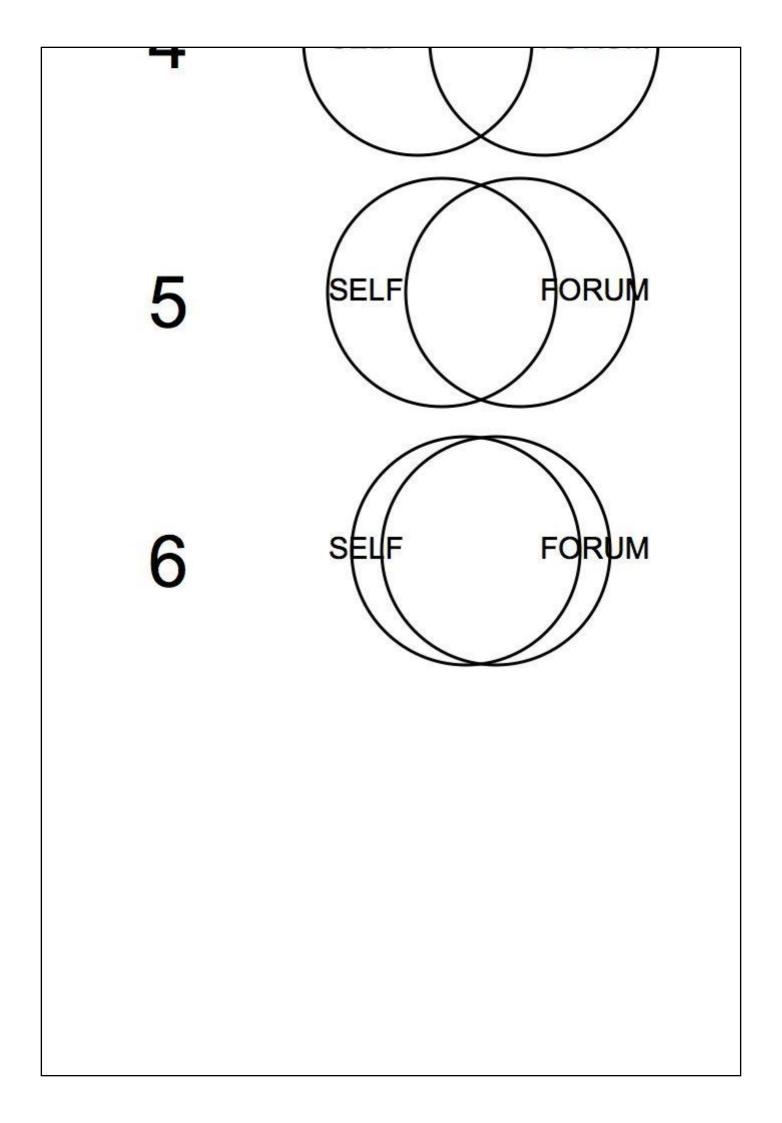
The questionnaire will take about ten minutes to complete. You are not obliged to answer all questions. After this page, if you wish to omit any particular question, you may still continue on to the next one. All data collected is strictly confidential, and you are free to withdraw from the study at any time. By selecting 'yes' below, you are giving your consent to participate. I wish to participate: O YES O NO Which online discussion forum have you used? (Please copy and paste its URL if at all possible.) Note: if you have read and/or posted on more than one forum, please tell us your "primary" one. What is your gender? ○ FEMALE MALE What is your age?

|       | w many hours per week (average) do you use the internet for any purpose, including<br>ail?   |
|-------|--|
|       |  |
|       |  |
| rela  | w many hours per week (average) do you use the internet for purposes directly ated to your primary forum (e.g., on the forum, on other related forums, shopping the related online retailers)? |
|       |  |
|       |  |
| Ho    | w long ago (in months) did you first start reading postings on your primary forum?   |
|       | <u>▼</u>   |
|       | w long ago (in months) did you first start posting your own material on this forum?  |
| (If y | you have never posted on the forum, please leave this answer blank.)   |
|       |  |
|       | Y  |
| Но    | w often do you just 'lurk' on this forum (i.e., read postings but not post yourself)?  |
| 0     | Never  |
| 0     | Once a year  |
| 0     | Once a month   |
| 0     | Once a week  |
| 0     | Once a day   |
| 0     | Once an hour   |
| Нο    | w often do you post on this forum?   |
| 0     | Never  |
| 0     | Once a year  |
| 0     | Once a month   |
| 0     | Once a week  |
| 0     | Once a day   |
| 0     | Once an hour   |
|       |  |
|       |  |
|       |  |
|       |  |

| Why did you decide to join this forum initial   | _  |      |          |                                 |               |         | Very                          |
|---|--|------|----------|---------------------------------|---------------|---------|-------------------------------|
|   | Not at all                                   | -    | -        | -                               | -             | -       | much                          |
| To seek information   | 0  | 0    | 0        | 0                               | 0             | 0       | 0                             |
| To share information  | O  | 0    | 0        | 0                               | 0             | 0       | 0                             |
| To form or maintain relationships   | O  | 0    | 0        | 0                               | 0             | 0       | 0                             |
| Because there are no opportunities to meet like-minded people in m<br>area                | у О  | 0    | 0        | 0                               | 0             | 0       | O                             |
| Now that you have been using the forum fo<br>expectations for what you would get out of   |  | has  | the fo   | rum me                          | t you         | ır      |                               |
| Apportutions for final you fround got out of  |  |      |          |                                 |               |         | It has                        |
|   | It has fallen<br>short of my<br>expectations | -    | -        | It has met<br>my<br>xpectations | -             | -       | exceeded<br>my<br>expectation |
| In terms of seeking information   | 0  | 0    | $\circ$  | O                               | 0             | $\odot$ | O                             |
| In terms of sharing information   | 0  | 0    | 0        | 0                               | 0             | 0       | 0                             |
| In terms of forming or maintaining relationships  | 0  | 0    | 0        | 0                               | 0             | 0       | 0                             |
| How many minutes would you be willing to ace?  C Less than 10 minutes  O 10 to 20 minutes | travel to                                    | meet | t With 1 | inese pe                        | eopie         | FIACE   |                               |
| ace?  | travel to                                    | meet | t With t | these pe                        | еоріє         | Fiace   |                               |
| C Less than 10 minutes  | travel to                                    | meet | t With 1 | inese pe                        | eopie         | FIACE   |                               |
| C Less than 10 minutes  | travel to                                    | meet | t With 1 | inese pe                        | <b>eop</b> i€ | FIACE   |                               |
| Less than 10 minutes  10 to 20 minutes  | travel to                                    | meet | t With 1 | inese pe                        | еорі€         | arace   | -10-                          |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes                                  | travel to                                    | meet | t With 1 | inese pe                        | еоріє         | e lace  |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | t With t | inese pe                        | еоріє         | e lace  |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | t With t | inese pe                        | eopie         | Hace    |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | t With t | inese pe                        | eopie         | e lace  |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | t With t | inese pe                        | eopie         | e lace  |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | with     | inese pe                        | eopie         | Hace    |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | with     | inese pe                        | eopie         | Hace    |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | with     | inese pe                        | eopie         | Hace    |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | with     | inese pe                        | eopie         | Hace    |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | with     | inese pe                        | eopie         | Hace    |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | with     | inese pe                        | eopie         | HACE    |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | t With 1 | inese pe                        | <b>eo</b> pi€ | HACCE   |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | with     | inese pe                        | eopi€         | HACCE   |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | t With 1 | inese pe                        | •opi€         | a lace  |                               |
| Less than 10 minutes  10 to 20 minutes  20 to 30 minutes  More than 30 minutes            | travel to                                    | meet | t With 1 | inese pe                        | •opi€         | FIACE   |                               |

Please enter the number of the picture below that best represents your relationship to the forum. **FORUM** SELF SELF **FORUM** SELF **FORUM** 



|  | Not at all           | -     | -      | -                  | -     | -       | Very<br>much    |
|--|----------------------|-------|--------|--------------------|-------|---------|-----------------|
| would be willing to become a forum moderator                                     | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| Over the past week, I have posted answers to others' questions                   | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| have been making a positive contribution to the forum                            | 0                    | 0     | 0      | 0                  | 0     | O       | O               |
| lease read the following statements and an                                       | swer IIS             | ina t | he sca | ale nrov           | ided. |         |                 |
|  | _<br>Ne              |       |        | Neither            | iaoai |         | <b>.</b>        |
|  | Strongly<br>disagree | -     | -      | agree nor disagree | -     | -       | Strong<br>agree |
| f someone recommended a new product on the forum, I would at least<br>ry it out  | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| do not always trust the people who post on the forum to give good advice         | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| think I have influenced the choices of other people on the forum                 | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| Other people on the forum have influenced my own choices                         | 0                    | 0     | 0      | 0                  | 0     | $\circ$ | $\odot$         |
| The norm on the forum is to be helpful when people post questions                | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| wish the forum had people who were more willing to give advice to new users      | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| One thing I like about the forum is that people support each other               | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| We have developed a real sense of community on the forum, almost like neighbours | 0                    | 0     | O      | O                  | 0     | 0       | 0               |
| don't mind spending my free time on the forum because I get a lot out of it      | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| The forum does not provide me with as much social support as I'd like            | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
| The forum does not provide me with as much information as I'd like               | 0                    | O     | O      | 0                  | 0     | O       | O               |
| The forum gives me an opportunity to feel good by helping other beople out       | 0                    | 0     | 0      | O                  | 0     | 0       | 0               |
| By posting on the forum, I feel like I am making a difference to other beople    | 0                    | 0     | 0      | 0                  | 0     | 0       | 0               |
|  |                      |       |        |                    |       |         |                 |

|  | Strongly<br>disagree | - | -       | Neither agree nor disagree | - | -       | Strongly<br>agree |
|--|----------------------|---|---------|----------------------------|---|---------|-------------------|
| In most ways my life is close to my ideal  | 0                    | 0 | $\odot$ | 0                          | 0 | 0       | 0                 |
| The conditions of my life are excellent  | $\circ$              | 0 | O       | $\circ$                    | 0 | $\odot$ | 0                 |
| I am satisfied with my life  | $\circ$              | 0 | $\circ$ | •                          | 0 | $\odot$ | 0                 |
| So far I have gotten the important things I want in life   | $\circ$              | 0 | $\circ$ | $\circ$                    | 0 | 0       | 0                 |
| If I could live my life over, I would change almost nothing  | 0                    | 0 | 0       | 0                          | 0 | 0       | 0                 |
| isted below are some activities that may be concerned with. Please indicate how likely   | you wou              |   | to eng  | age in t                   |   |         | ties.             |
| I would give advice to other people in the same situation.   | No, never            | - | -       | Sometimes                  | - | -       | Yes, a l          |
| I would feel empowered to speak up if I heard somebody spreading misinformation about this issue.                                    | 0                    | 0 | 0       | 0                          | 0 | 0       | 0                 |
| I would feel confident to advocate for this issue if it arose in casual conversation.  | O                    | 0 | O       | O                          | 0 | 0       | 0                 |
| I would volunteer my free time to be a speaker at meetings on this issue.  | 0                    | 0 | 0       | O                          | 0 | 0       | 0                 |
| I would try to become a first point of contact for information and products related to this issue.                                   | 0                    | O | O       | O                          | 0 | 0       | 0                 |
| I would lobby my MP to improve funding for trials on this issue.   | 0                    | 0 | 0       | 0                          | 0 | 0       | 0                 |
| I would sign a petition to protest if the Government withdrew funding from this issue.   | 0                    | 0 | 0       | O                          | 0 | 0       | O                 |
| I would help to organize a political demonstration about this issue if i were ever necessary.  | t O                  | 0 | 0       | 0                          | 0 | 0       | 0                 |
| If this survey provided a link to a website to get involved with forum-<br>related issues offline, I would likely click on the link. | 0                    | 0 | 0       | O                          | 0 | 0       | 0                 |
|  |                      |   |         |                            |   |         |                   |

Many thanks for taking part in this survey.

To have your work accepted, first you need to generate a completion code, type it in below and hit 'done', and then go back and submit the HIT along with the same completion code.

In other words, make sure you submit your work twice (both here & on the MTurk website) and we will use your completion codes to link the data.

To generate your completion code to enter below (and on MTurk), take: the day of the month of your birth, plus the first two letters of your mother's first name, plus the last three digits of your home postcode

For example, if you were born on the 9th of May, your mother's name is Hazel, and your postcode is EX4 4QG, your code would be 09 HA 4QG

Please type your completion code in the comment box.

\*\*\*\*

The purpose of this research is to investigate how people form and share identities with other online-discussion forum users and to assess how forums affect users' attitudes and behaviours in the offline world.

If you would like to know more about this study, or to receive a summary of results once they are available, do feel free to email Louise Pendry (I.f.pendry@exeter.ac.uk)

Thank you once again!

