Social Media Bias, Trust & Practices

Codebook – Variable List and Survey Items

SEX How would you describe yourself?

* Male (1)
* Female (2)
* Transgender (4)
* Do not identify as male, female or transgender (5)

YEARBORN What is your year of birth?

REGION In which region do you live?

* East Anglia (1)
* East Midlands (2)
* London (3)
* North East (4)
* North West (5)
* Northern Ireland (6)
* Scotland (7)
* South East (8)
* South Weat (9)
* Wales (10)
* West Midlands (11)
* Yorkshire & Humberside (12)

MEDIA\_IMP1: MEDIAIMP6 How important are the following for helping you keep up with political news and other developments happening in the world?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Not important (1) | Important (2) | Do not use (3) |
| Facebook MEDIA\_IMP1 |  |  |  |
| WhatsApp MEDIA\_IMP2 |  |  |  |
| Mobile news reading app (e.g. BBC) MEDIA\_IMP3 |  |  |  |
| Newspapers accessed online MEDIA\_IMP4 |  |  |  |
| Twitter MEDIA\_IMP5 |  |  |  |
| Fact checking website (e.g.FullFact) MEDIA\_IMP6 |  |  |  |

For MEDIA\_IMP = 1 or MEDIA\_IMP = 2: following question asked:

TRUST1 – TRUST6 In general, how much do you trust the news and information you get from the following sources?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Not at all (1) | Not too much (2) | Somewhat (3) | A great deal (4) |
| Facebook (TRUST1)  |  |  |  |  |
| WhatsApp (TRUST2)  |  |  |  |  |
| Mobile news reading app (e.g. BBC) (TRUST3)  |  |  |  |  |
| Newspapers accessed online (TRUST4)  |  |  |  |  |
| Twitter TRUST5)  |  |  |  |  |
| Fact checking website (e.g.FullFact) (TRUST6)  |  |  |  |  |

In general, do you think that access to social media, such as Facebook and Twitter, have made people do more or less of the following?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Social media has made more likely (1) | Social media has made less likely (5) | Not had much impact either way (3) |
| Willing to engage in debate (DEBATE)  |  |  |  |
| Easy to manipulate with false information and runours (MANIPULATE)  |  |  |  |

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| --- | --- |
| Page Break |  |

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Q75 In general, do you think that access to social media, such as Facebook and Twitter, have made people do more or less of the following?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Social media has made more likely (1) | Social media has made less likely (5) | Not had much impact either way (3) |
| Accepting of people who have different views (ACCEPT)  |  |  |  |
| More divided in their political views (DIVIDE)  |  |  |  |
| Informed about current events INFORM)  |  |  |  |

People use the Internet for many different activities. We would like to ask you about how concerned you are about using the Internet for the following purposes.

INT\_SHOP Are you at all concerned about using the Internet for the shopping.

* Not at all concerned (1)
* Not concerned (2)
* Neither concerned or not concerned (3)
* Concerned (4)
* Very concerned (5)

Q54 Are you at all concerned about using the Internet for sharing family pictures.

* Not at all concerned (1)
* Not concerned (2)
* Neither concerned or not concerned (3)
* Concerned (4)
* Very concerned (5)

Q55 Are you at all concerned about using the Internet for sharing political views.

* Not at all concerned (1)
* Not concerned (2)
* Neither concerned or not concerned (3)
* Concerned (4)
* Very concerned (5)

Q56 Are you at all concerned about using the Internet for online banking.

* Not at all concerned (1)
* Not concerned (2)
* Neither concerned or not concerned (3)
* Concerned (4)
* Very concerned (5)

Q57 Are you at all concerned about using the Internet for visiting political websites.

* Not at all concerned (1)
* Not concerned (2)
* Neither concerned or not concerned (3)
* Concerned (4)
* Very concerned (5)

BIASLAB:BIASCONS Often times people are concerned about "bias" in news -- that certain stories or people are favoured over others in news stories. How concerned are you about these different types of bias are present in the news:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very concerned (1) | Somewhat concerned (2) | Not very concerned (3) | Not at all concerned (4) | Don't know (5) |
| Bias in favour of the Labour Party (BIASLAB)  |  |  |  |  |  |
| Bias against women (BIASWOMEN)  |  |  |  |  |  |
| Bias against immigrants (BIASIMM)  |  |  |  |  |  |
| Bias in favour of business (BIASBUSINESS)  |  |  |  |  |  |
| Bias against ethnic groups in Britain (BIASETHNIC)  |  |  |  |  |  |
| Bias in favour of the Conservative Party (BIASCONS)  |  |  |  |  |  |

FACTFICTION How much do you agree or disagree with the following statements about the news media:   I know how to separate fact from fiction in the news.

* Strongly disagree (2)
* Disagree (3)
* Neither disagree or agree (4)
* Agree (6)
* Strongly agree (7)
* Don't know (8)

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NEWSWOMEN How much do you agree or disagree with the following statements about the news media:   There should be more news about women's issues.

* Strongly disagree (2)
* Disagree (3)
* Neither disagree or agree (4)
* Agree (6)
* Strongly agree (7)
* Don't know (8)

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NEWSLOCAL How much do you agree or disagree with the following statements about the news media:   There is not enough coverage of local issues in the news.

* Strongly disagree (2)
* Disagree (3)
* Neither disagree or agree (4)
* Agree (6)
* Strongly agree (7)
* Don't know (8)

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NEWSBIASAPP How much do you agree or disagree with the following statements about the news media:   If there were an mobile app or computer program that told me when a story was biased, I would use it.

* Strongly disagree (2)
* Disagree (3)
* Neither disagree or agree (4)
* Agree (6)
* Strongly agree (7)
* Don't know (8)

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SOCIALMEDIAREG How much do you agree or disagree with the following statements about the news media:   Major social media companies, like Facebook, should be regulated more than they are now.

* Strongly disagree (2)
* Disagree (3)
* Neither disagree or agree (4)
* Agree (6)
* Strongly agree (7)
* Don't know (8)

OWNRENT Do you own or rent your home?

* Own/paying mortgage (1)
* Rent (housing authority) (2)
* Rent (private) (3)
* Rent (council) (4)
* Other (please specify) (5) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PAYBILLS During the last twelve months, would you say you had difficulties to pay your bills at the end of the month?

* Most of the time (1)
* From time to time (2)
* Almost never (3)
* Never (4)

EMPLOY Which of the following best describes your employment status?

* Working full time (1)
* Working part time (2)
* Looking for work (3)
* Student (4)
* Retired (5)
* Not working or looking for work (6)
* Other (please specify) (7) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EDUC Please select from the below list the option that best describes the highest level of qualification you have attained to date

* No Formal Qualification (1)
* Up to GCE O level, GSCE, School Certificate or equivalent qualification (2)
* A level, Higher Certificate or equivalent qualification (3)
* University degree or higher, or equivalent (4)
* Don’t know (5)
* Prefer not to say (6)