



Instagram Interactions

Thank you for your interest in this project, which is concerned with factors influencing how we interact with information we see on Instagram.

If you choose to take part in this study, you will be asked to complete a number of demographic questions, then three short questionnaires measuring your personality, political views, and knowledge about digital media. You will then be shown a small number of items that had been posted on Instagram, and will be asked to rate how likely you would be to 'like' them, along with other aspects of your reaction to them. Once you have done this, you will be asked again for your consent to use the data you've supplied for research purposes. Finally, you'll see some more information about the study and what we are trying to find out.

Participating in this study should take most people around 10 minutes.

- No information from which you can be personally identified (names, email addresses, or similar) will be collected or shared at any time, or published in research outputs arising from this project.
- We will take care to respect your privacy at all times. The duty of confidentiality is not absolute and in exceptional circumstances this may be overridden by more compelling duties such as to protect individuals from harm.
- You will not receive personalised feedback about the questions you complete on the next pages. However, you will receive debriefing information about the study once you have completed it.
- If you do not wish to answer any of the questions, you do not need to do so. If you change your mind about participating, you have the right to stop at any time without giving a reason. Data you have already submitted in this study will not be analysed. Participants will be given unique codes at the point of test to allow for their data to be identified should they request to withdraw. If you wish to withdraw your data, simply email the principal investigator