Pew Internet Survey #1

December, 2013

- Study Details -

Note: This page may be removed when the questionnaire is sent to the client. However, it must exist in the version sent to OSD.

|  |  |
| --- | --- |
| **SNO** | 18335 |
| **Survey Name** | **Pew Internet Survey #1** |
| **Client Name** | **Pew Research Center** |
| **Great Plains Project Number** | **C526711063** |
| **Project Director Name** | **Jwo** |
| **Team/Area Name** | **Dennis** |

|  |  |
| --- | --- |
| **Samvar**  (Include name, type and response values. “None” means none. Blank means standard demos. This must match SurveyMan.) |  |
| **Specified Pre-coding Required** |  |
| **Timing Template Required** (y/n) | **Enabled by default** |
| **Multi-Media** |  |

**Important: Do not change Question numbers after Version 1; to add a new question, use alpha characters (e.g., 3a, 3b, 3c.) Changing question numbers will cause delays and potentially errors in the program.**

Pew Internet Survey #1

December, 2013

- Questionnaire -

global programming note:

Include enlarged “next” and “back” buttons

record respondent OS and web BROWSER

[sp; prompt]

Consent.

You are invited to join a special group of 400 fellow KnowledgePanel® members for a study by the Pew Research Center, which we will call the **PRC Study**. This panel will receive 4 online surveys about current issues, some of which relate to technology. These surveys will occurover the course of a year – once every 3 months. If you decide to join now, you will continue on to the first survey.

In addition to the online surveys, approximately once a month we will invite 10-12 individuals from this special group to participate in a 45-60 minute online focus group chat. You do not need any special equipment or software on your computer to participate in these online chats. If selected, you would have the opportunity to discuss some of these issues in greater detail. In return, we will give you 35,000 points per focus group. That’s $35 for just an hour of your time! We can’t guarantee that you would be selected to participate in any of the monthly **PRC Focus Groups**, but there is a possibility that you could be selected for one or more over the course of this yearlong study.

Are you interested in the **PRC Study** to become part of this special panel which will include 4 online surveys and the potential for additional 45-60 minute focus groups?

1. Yes
2. No

[Terminate if Consent=2 or Refused]

[display]

Thank you for your interest in joining this very special group of KnowledgePanel® members for the **PRC Study**!

You will now start the first of 4 online surveys about current issues, some of which relate to technology.

[Intro screen Display]

In this survey, we want to explore some important questions with you about life today.

First, we would like to ask you about your community and some of the things you think about the world.

[show Q1, Q2, Q3 on the same screen]

[sp]

Q1 Overall, are you satisfied or dissatisfied with the way things are going in this country today?

1 Satisfied

2 Dissatisfied

[sp]

Q2 How much of the time do you think you can trust the **government** in Washington to do what is right?

1 Just about always

2 Most of the time

3 Only some of the time

4 Never

[sp]

Q3 How much of the time do you think you can trust **advertisers** to do what is right?

1 Just about always

2 Most of the time

3 Only some of the time

4 Never

[small textbox]

Q5 When you hear the word “privacy,” what comes to mind for you? Tell us the first few words that pop into your head.

[OPEN-END – limited to one line]

[sp]

Q6 Do you feel as though you already do enough to protect the privacy of your personal information online, or do you feel as though you would like to do more?

1 I already do enough

2 I would like to do more

[sp; show all Q7a through Q7f items on the same page]

Q7 Thinking about your daily life, when you have private information that you would like to share with another trusted person or organization, how secure do you feel…

1. Using a landline telephone

1 Very secure

2 Somewhat secure

3 Not very secure

4 Not at all secure

1. Calling on your cell phone

1 Very secure

2 Somewhat secure

3 Not very secure

4 Not at all secure

1. Sending text messages

1 Very secure

2 Somewhat secure

3 Not very secure

4 Not at all secure

1. Sending email

1 Very secure

2 Somewhat secure

3 Not very secure

4 Not at all secure

1. Using chat or instant messenger

1 Very secure

2 Somewhat secure

3 Not very secure

4 Not at all secure

1. Using social media sites to communicate

1 Very secure

2 Somewhat secure

3 Not very secure

4 Not at all secure

[sp; show all Q8a through Q8f items on the same page]

Q8 We’d now like to know how you feel about a range of information that others might learn about you in daily life. For each kind of information, please indicate how sensitive you consider that information to be—even if some people and organizations already have access to it.

a. Your basic purchasing habits – things like the foods and clothes and stores you prefer

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

b. Who your friends are and what they are like

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

c. Details of your physical location over a period of time, gathered from the GPS data from your cell phone

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

e. The state of your health and the medicines you take

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

f. Your political views and the candidates you support

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

[sp; show all Q8g through Q8l items on the same page]

Q8 For each kind of information, please indicate how sensitive you consider that information to be—even if some people and organizations already have access to it.

i. The media you like – such as your tastes in music, movies, books, websites, magazines

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

j. The numbers you have called or texted from your phone

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

k. Your religious and spiritual views

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

l. Your relationship history, including people you have dated or were romantically involved with in the past

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

[sp; show all Q8m through Q8s items on the same page]

Q8 For each kind of information, please indicate how sensitive you consider that information to be—even if some people and organizations already have access to it.

m. Your birth date

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

n. Your social security number

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

o. The websites you have visited

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

p. Searches you have made using online search engines

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

q. The content of your email messages

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

r. The content of your text messages

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

s. The content of your phone conversations

1 Very sensitive

2 Somewhat sensitive

3 Not too sensitive

4 Not at all sensitive

[show QPri2, INTMOB, QPri4 on the same screen]

[sp]

QPri2 Overall, how often do you use the internet – several times a day, once a day, at least once a week, or less often?

1 Several times a day

2 Once a day

3 At least once a week

4 Less often

[sp]

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

1 Yes

2 No

[sp]

QPri4 Do you own a cell phone?

1 Yes

2 No

ASK IF HAVE CELL PHONE:

[if QPri4=1; sp]

SMART1 Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or not?

1 Yes, smartphone

2 No, not a smartphone

ASK ALL

[sp]

QPri6 Do you ever use online social networking sites like Facebook or Twitter?

1 Yes

2 No

[sp; show all Q9a through Q9e items on the same page]

Q9 Some people aren’t too worried about privacy today and others are concerned about privacy. We’d like to know how you feel about the topic. For each of the following statements please indicate the degree to which you agree or disagree.

a. Consumers have lost control over how personal information is collected and used by companies.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

b. I appreciate that online services are more efficient because of the increased access they have to my personal data.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

c. It is hard to avoid surveillance cameras when I am out in public.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

d. It is easy for me to be anonymous when I am online.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

e. I am willing to share some information about myself with companies in order to use online services for free.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

[sp; show all Q9f through Q9i items on the same page]

Q9 Some people aren’t too worried about privacy today and others are concerned about privacy. We’d like to know how you feel about the topic. For each of the following statements please indicate the degree to which you agree or disagree.

f. When I meet new people, I assume that they might search for information about me on the internet.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

g. If inaccurate information about me got posted online, it would be very difficult to get it removed.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

h. It is a good thing for society if people believe that someone is keeping an eye on the things that they do online.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

i. American citizens should be concerned about the government’s monitoring of phone calls and internet communications.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree

ASK OF SNS USERS:

[show Q10 through Q13 on same page]

[If QPri6=1,sp]

Q10 How concerned are you, if at all, that some of the information you share on social networking sites might be accessed by third parties, like advertisers or businesses, without your knowledge?

1 Very concerned

2 Somewhat concerned

3 Not too concerned

4 Not at all concerned

[If QPri6=1,sp]

Q11 How concerned are you, if at all, that some of the information you share on social networking sites might be accessed by the government, without your knowledge?

1 Very concerned

2 Somewhat concerned

3 Not too concerned

4 Not at all concerned

[ASK ALL, sp]

Q12 Have you, personally, had any bad experiences because embarrassing or inaccurate information was posted about you on the internet, or has this never happened to you?

1 Yes, had any bad experiences

2 No, never happened

[ASK ALL, sp]

Q13 Have you ever asked someone to remove or correct information about you that was posted on the internet, including things like photos or videos, or have you never done this?

1 Yes, have done this

2 No, never did this

IF ASKED SOMEONE TO REMOVE INFO:

[if Q13=1, show Q14 and Q15 on the same page]

[sp]

Q14 What were the types of items you asked to be removed or corrected?

1. A photo or video

1 Yes

2 No

1. Written material like a comment or blog posting

1 Yes

2 No

c. Something else, such as a court record or financial statement

1 Yes, please specify [small textbox]

2 No

IF ASKED SOMEONE TO REMOVE INFO (Q13=1):

[if Q13=1, sp]

Q15 Were you successful at getting this information about you removed or corrected, or not?

1 Yes

2 No

ASK ALL (Allow multiple responses):

[show Q16a, b, c all on the same page]

Q16 Have you ever posted comments, queries or information on the internet…

1. Using your real name

1 Yes

2 No

1. Using a username or screen name that people associate with you

1 Yes

2 No

c. Anonymously

1 Yes

2 No

[show Q17 and Q18 on the same page]

[sp]

Q17 How much, if anything, have you heard about the government collecting information about

telephone calls, emails and other online communications as part of efforts to monitor terrorist

activity? Have you heard…

1 A lot

2 A little

3 Nothing at all

4 Don’t know

[sp]

Q18 Do you think the government should do more to regulate what advertisers do with customers’ personal information, or should the government not get more involved in this?

1 Should do more to regulate

2 Should not get more involved

[show Q19 and Q20 on the same page]

[sp]

Q19 Have you ever used an online search engine to look up your own name or see what information about you is on the internet?

1 Yes

2 No

[sp]

Q20 Have you ever set up an automatic alert through a search engine or news feed that will notify you when your name is mentioned in news stories, blogs, or other places online – or have you never done this?

1 Yes, have set up automatic alerts for self

2 No, have never done this

ASK ALL WHO ARE EMPLOYED:

[If PPWORK=1, sp; show Q21 and Q22 on the same page]

Q21 In your current occupation, would you say you need to promote yourself and your work through social media or other online tools, or is that not something you need to do for your job?

Yes, need to promote myself and my work

No, not something I need to do

ASK ALL WHO ARE EMPLOYED:

Q22 Does your employer have any policies or guidelines about how you present yourself on the internet – for example, what you can post on blogs and websites, or what information you can share about yourself online – or do they not have any policies about that?

Yes

No

Don’t know

[show QF1 before the display]

[custom Qf1 wording]

Thinking about the topics that were covered int his survey, do you have any additional comments you would like to share?

[display]

Thank you for your interest in joining the **Pew Research Center Study!** This has been the first of 4 online surveys about current issues, some of which relate to technology. You will be invited to the next survey in about 3 months.

Additionally you may be invited to join 10-12 other KnowledgePanel® members in 45-60 minute online focus group chats occurring approximately once a month. For each **PRC Focus Group** chat we would like to give you 35,000 points, just for telling us your thoughts on current issues!

The KnowledgePanel Member Support Center is available if you have general questions or comments. You can reach the KnowledgePanel Member Support center by calling the toll free number 1-800-782-6899 and mention the **PRC Study**. We are always happy to hear from you!