

Topline questionnaire

2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

WAVE 37 JULY

FINAL TOPLINE

JULY 30 – AUGUST 12, 2018

TOTAL N=4,581

ASK ALL:

BOTS_HEARD Now we're going to ask you a few questions about social media bots. A social media bot is an account that operates on its own, without human involvement, to post and do other activities on social media sites.

With this in mind, how much have you heard, if anything, about social media bots?

Jul 30-

Aug 12

2018

16	A lot
28	Some
22	Not much
34	Nothing at all
*	No Answer

ASK IF HEARD AT LEAST NOT MUCH (BOTS_HEARD=1-3) [N=3,253]:

BOTS_MORAL Based on what you have heard about social media bots, do you think they are mostly ...
[RANDOMIZE]

Jul 30-

Aug 12

2018

17	Used for good purposes
80	Used for bad purposes
3	No Answer

ASK IF HEARD AT LEAST NOT MUCH (BOTS_HEARD=1-3) [N=3,253]:

BOTS_VIGNETTES Below are some possible uses of social media bots. Do you think each of the following uses of bots is acceptable or not acceptable? **[SHOW EACH BLOCK ON A SEPARATE PAGE; REPEAT STEM FOR SECOND PAGE, WITH "AGAIN," AT THE BEGINNING; RANDOMIZE ORDER OF BLOCK 1 AND BLOCK 2; RANDOMIZE ITEMS WITHIN EACH BLOCK]**

BLOCK 1

	<u>Acceptable</u>	<u>Not acceptable</u>	<u>No Answer</u>
a. A government agency using bots to post emergency updates Jul 30-Aug 12, 2018	78	21	1
b. An organization or individual using bots to share made-up news or false information Jul 30-Aug 12, 2018	7	92	1
c. An issue-based group using bots to draw attention to a specific topic Jul 30-Aug 12, 2018	42	57	1
d. A celebrity using bots to get more followers on social media Jul 30-Aug 12, 2018	32	67	1
e. A business using bots to promote its products Jul 30-Aug 12, 2018	55	44	1

BLOCK 2

	<u>Acceptable</u>	<u>Not acceptable</u>	<u>No Answer</u>
f. A news organization using bots to post headlines or stories Jul 30-Aug 12, 2018	50	49	2
g. A political party using bots to share information that favors or disfavors one candidate Jul 30-Aug 12, 2018	24	75	2
h. An individual using bots to share pictures or quotes Jul 30-Aug 12, 2018	48	50	2
i. A company using bots to respond to customers' questions Jul 30-Aug 12, 2018	53	46	1

ASK IF HEARD AT LEAST NOT MUCH (BOTS_HEARD=1-3) [N=3,253]:

BOTS_IDENTIFY How confident are you in your ability to identify whether a post on social media comes from a bot?

Jul 30-
Aug 12
2018

7	Very confident
40	Somewhat confident
38	Not very confident
15	Not at all confident
1	No Answer

ASK IF HEARD AT LEAST NOT MUCH (BOTS_HEARD=1-3) [N=3,253]:

BOTS_NEWS Of all the news that Americans get from social media sites, how much do you think gets to them from bots?

Jul 30-
Aug 12
2018

17	A great deal
64	A fair amount
15	Not much
2	None at all
2	No Answer

ASK IF HEARD AT LEAST NOT MUCH (BOTS_HEARD=1-3) [N=3,253]:

BOTS_EFFECT When it comes to how well informed Americans are about events and issues in the news, would you say that social media bots have had a... **[RANDOMIZE 1 and 2]**

Jul 30-
Aug 12
2018

11	Mostly positive effect
66	Mostly negative effect
21	Not much of an effect
2	No Answer