

Default Question Block

Thank you for agreeing to participate in our study about Instagram. You will be given a set of Instagram-posts with following questions. Please find the questions related to each Instagram-post below the picture. There are no right or wrong answers to the questions, we are only interested in your opinions. Your response will be anonymous.



On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase Allbirds products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase Adidas products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree

with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase Starbucks products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase Adidas products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase Allbirds products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase Starbucks products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



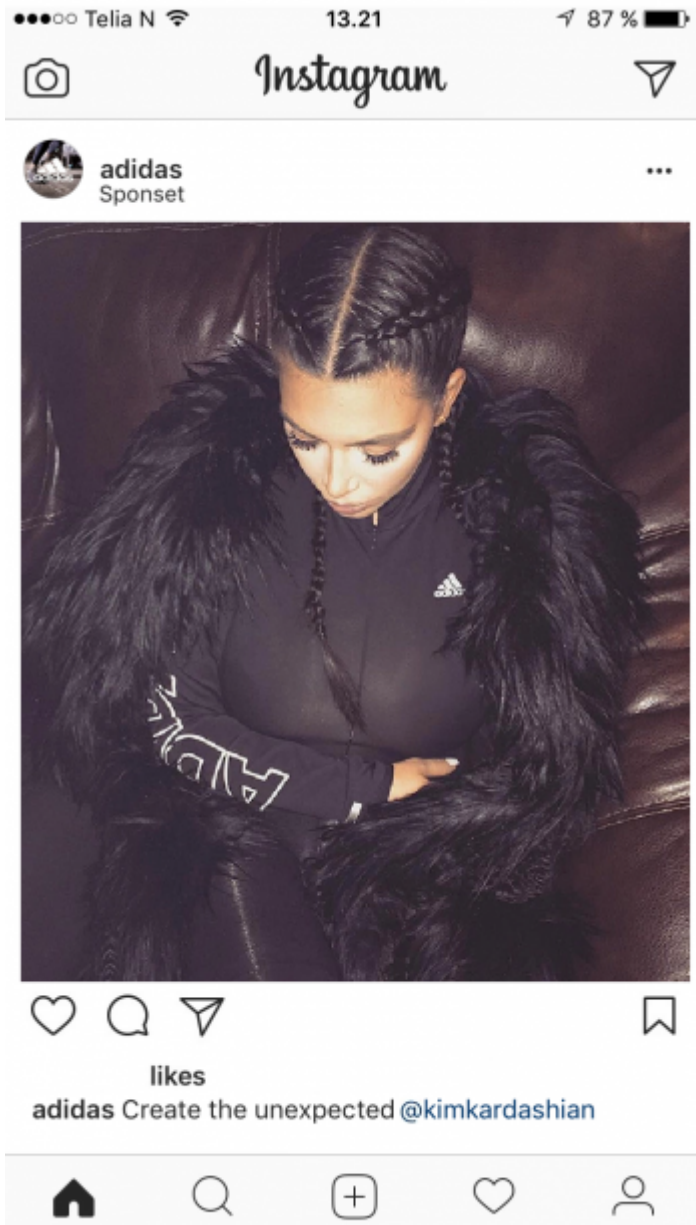
On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase Starbucks products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to purchase Allbirds products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like this Instagram post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	agree nor disagree	Somewhat agree	Agree	Strongly agree
I am more likely to purchase Adidas products to myself or someone else after seeing this Instagram-post	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I like Kim Kardashian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like David Beckham	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the brand Adidas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the brand Starbucks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the brand Allbirds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
It makes sense that Adidas and David Beckham are working together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adidas likely has the best interest of David Beckham at heart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
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It makes sense that Starbucks and Kim Kardashian are working together

Starbucks likely has the best interest of Kim Kardashian at heart

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

Strongly disagree Disagree Somewhat disagree Neither agree nor disagree Somewhat agree Agree Strongly agree

It makes sense that Allbirds and David Beckham are working together

Allbirds likely has the best interest of David Beckham at heart

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

Strongly disagree Disagree Somewhat disagree Neither agree nor disagree Somewhat agree Agree Strongly agree

It makes sense that Adidas and Kim Kardashian are working together

Adidas likely has the best interest of Kim Kardashian at heart

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

Strongly disagree Disagree Somewhat disagree Neither agree nor disagree Somewhat agree Agree Strongly agree

It makes sense that Starbucks and David Beckham are working together

	Strongly disagree	Disagree	Somewhat disagree	agree nor disagree	Somewhat agree	Agree	Strongly agree
Starbucks likely has the best interest of David Beckham at heart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
It makes sense that Allbirds and Kim Kardashian are working together	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allbirds likely has the best interest of Kim Kardashian at heart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you have any of these social media accounts? (Mark the ones you have)

- Facebook
- Instagram
- Snapchat
- Twitter

Approximately how many hours each week do you use on Instagram?

- None
- Less than 1
- 1-3
- More than 3

Do you click “like” on Instagram-posts?

- Almost never
- Sometimes
- Often

How often do you typically shop online for products for your personal use (i.e. clothing, sports equipment, jewelry, hygiene products, food etc)?

- Never
- Yearly
- Monthly
- Weekly
- Daily

Approximately how often do you purchase things after seeing the product advertised or mentioned on Instagram?

- Never
- Yearly
- Monthly
- Weekly
- Daily

Demographics

Age

Gender

- Male
- Female

Education

- Lower
- High school
- 1 year after high school
- 2 years after high school
- 3 years after high school
- 4 years after high school

5 years after high school

More than 5 years after high school

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