

# Master thesis survey

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## Start of Block: Part 1

Instructions.

Hi!

We are Daria and Lillian, master students at BI Norwegian Business School.

Thank you for participating in our master thesis research, we highly appreciate it!

We value your time and effort, so we tried to make the survey easy to follow, it will take no more than 5-7 minutes.

It is your point of view and your experiences that interest us, thus, there can be no right or wrong answer. Please choose answers which best describe your feelings and experiences, and do not think for too long. Remember that the survey is GDPR compliant and your answers are completely anonymous.

This is part 1 of the survey.

The following questions concern your feelings about your job during the last year.

(If you have been on this job for less than a year, this concerns the entire time you have been at this job.)

Please indicate whether you agree or disagree with each of the following statements given your experiences on this job.

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Q1

I feel like I can make a lot of inputs to deciding how my job gets done.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q2

I really like the people I work with.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-

Q3

I do not feel very competent when I am at work.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q4

People at work tell me I am good at what I do.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-

Q5

I feel pressured at work.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q6

I get along with people at work.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-

Q7

I pretty much keep to myself when I am at work.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q8

I am free to express my ideas and opinions on the job.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-

Q9

I consider the people I work with to be my friends.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q10

I have been able to learn interesting new skills on my job.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-

Q11

When I am at work, I have to do what I am told.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q12

Most days I feel a sense of accomplishment from working.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-

Q13

My feelings are taken into consideration at work.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q14

On my job, I do not get much of a chance to show how capable I am.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-



Q15

People at work care about me.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q16

There are not many people at work that I am close to.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-

Q17

I feel like I can pretty much be myself at work.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q18

The people I work with do not seem to like me much.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
-

Q19

When I am working I often do not feel very capable.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q20

There is not much opportunity for me to decide for myself how to go about my work.

- Strongly disagree (1)
  - Disagree (2)
  - Somewhat disagree (3)
  - Neither agree nor disagree (4)
  - Somewhat agree (5)
  - Agree (6)
  - Strongly agree (7)
- 

Q21

People at work are pretty friendly towards me.

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neither agree nor disagree (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

End of Block: Part 1

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Start of Block: Part 2

Part 2.

Great job!

Please tell us a bit more about yourself:

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Q22 What is your gender?

- Male (1)
  - Female (2)
  - Prefer not to answer (3)
- 



Q23 What is your age?

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Q24 For how many years have you been working in [company name]?  
(e.g., "0.5" or "8")

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Q25

Do you use social media?

- Yes (1)
- No (2)

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*Display This Question:*

*If Do you use social media? = No*

This is the end of the survey.

Thank you very much for participating, you have made a great contribution to our master thesis research!

If you have any questions, you can always contact us via email:

Daria - [stranadko\\_daria@mail.ru](mailto:stranadko_daria@mail.ru)

Lillian - [lillian-serena@hotmail.com](mailto:lillian-serena@hotmail.com)

Have a nice day! :)

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*Skip To: End of Survey If This is the end of the survey. Thank you very much for participating, you have made a great contr... Is Displayed*

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Display This Question:

If Do you use social media? = Yes

Q26

Which social media do you use most often? *(You can select several)*

Facebook (1)

Instagram (2)

LinkedIn (3)

Snapchat (4)

Twitter (5)

YouTube (6)

Other (please specify) (8) \_\_\_\_\_

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*Display This Question:*

*If Which social media do you use most often? (You can select several) = Facebook*

Q26a

How frequently do you check the content on Facebook?

- Less than once a week (1)
  - Once a week (2)
  - Once in a few days (3)
  - Once a day (4)
  - Several times a day (5)
  - Several times an hour (6)
- 

*Display This Question:*

*If Which social media do you use most often? (You can select several) = Instagram*

Q26b How frequently do you check the content on Instagram?

- Less than once a week (1)
  - Once a week (2)
  - Once in a few days (3)
  - Once a day (4)
  - Several times a day (5)
  - Several times an hour (6)
-

*Display This Question:*

*If Which social media do you use most often? (You can select several) = LinkedIn*

Q26c How frequently do you check the content on LinkedIn?

- Less than once a week (1)
- Once a week (2)
- Once in a few days (3)
- Once a day (4)
- Several times a day (5)
- Several times an hour (6)

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*Display This Question:*

*If Which social media do you use most often? (You can select several) = Snapchat*

Q26d How frequently do you check the content in Snapchat?

- Less than once a week (1)
  - Once a week (2)
  - Once in a few days (3)
  - Once a day (4)
  - Several times a day (5)
  - Several times an hour (6)
-



*Display This Question:*

*If Which social media do you use most often? (You can select several) = Twitter*

Q26e How frequently do you check the content on Twitter?

- Less than once a week (1)
  - Once a week (2)
  - Once in a few days (3)
  - Once a day (4)
  - Several times a day (5)
  - Several times an hour (6)
- 

*Display This Question:*

*If Which social media do you use most often? (You can select several) = YouTube*

Q26f How frequently do you check the content on YouTube?

- Less than once a week (1)
  - Once a week (2)
  - Once in a few days (3)
  - Once a day (4)
  - Several times a day (5)
  - Several times an hour (6)
-

Q27

Do you follow your linear manager on any of the mentioned social media?

- Yes (1)
  - No (2)
- 

*Display This Question:*

*If Do you follow your linear manager on any of the mentioned social media? = Yes*

Q27a How would you describe your feelings about the content provided by your linear manager on social media?

- The account is personalized and authentic, it is for sure led by my manager. (1)
  - I am not sure whether the account is led by my manager personally or by an SMM / PR third party. (2)
  - Feels like the account is for sure led by the third party, such as an SMM / PR agency. (3)
- 

Q28 Do you follow [name], the CEO of [company name], on any of the mentioned social media?

- Yes (1)
  - No (2)
-

*Display This Question:*

*If Do you follow [name], the CEO of [company name], on any of the ment... = Yes*

Q28a How would you describe your feelings about the content provided by the CEO of [company name] on social media?

- The account is personalized and authentic, it is for sure led by [name]. (1)
  - I am not sure whether the account is led by [name] personally or by an SMM / PR third party. (2)
  - Feels like the account is for sure led by the third party, such as an SMM / PR agency. (3)
- 

Q29 Do you follow any other top-managers of [company name] on any of the mentioned social media?

- Yes (1)
  - No (2)
- 

*Display This Question:*

*If Do you follow any other top-managers of [company name] on any of the mentioned social m... = Yes*

Q29a Think about one of the top-managers you follow. How would you describe your feelings about the content he/she provides on social media?

- The account is personalized and authentic, it is for sure led by my top-manager. (1)
  - I am not sure whether the account is led by my top-manager personally or by an SMM / PR third party. (2)
  - Feels like the account is for sure led by the third party, such as an SMM / PR agency. (3)
- 

Q30 Do you follow any of your [company name] colleagues on any of the mentioned social media?

- Yes (1)
- No (2)

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*Display This Question:*

*If Do you follow any of your [company name] colleagues on any of the mentioned social media? = Yes*

Q30a Approximately, how many of your [company name] colleagues do you follow on social media?

0 10 20 30 40 50 60 70 80 90 100



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Q31 Do you follow [company name] official company's profile on any of the mentioned social media?

Yes (1)

No (2)

**End of Block: Part 2**

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**Start of Block: Part 3**

Part 3.

The last question, we promise!

In your opinion, to what degree can active usage of social media by company's leaders influence your feeling of belongingness to the workplace?

Not at all (1)

To a very small degree (2)

I don't know (3)

To some degree it can (4)

It definitely can (5)

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This is the end of the survey.

Thank you very much for participating, you have made a great contribution to our master thesis research!

If you have any questions, you can always contact us via email:

Daria - [stranadko\\_daria@mail.ru](mailto:stranadko_daria@mail.ru)

Lillian - [lillian-serena@hotmail.com](mailto:lillian-serena@hotmail.com)

Have a nice day! :)

**End of Block: Part 3**

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