Block 1

Dear Participant,

We're conducting this survey as a part of Master's Thesis in BI Norwegian Business School. Your participation is invaluable for us to better understand your opinion on the posts you see in Instagram and will be highly appreciated.

Following the GDPR guidelines, we assure you that no personal identity information will be collected ensuring anonymity. We really appreciate you for taking out time to participate in this survey. This survey should take approximately 3 minutes to complete. Kindly answer all the questions. Your honest opinion is extremely important to us.

A quick note before you get started - You will not be able to return to the previous questions after clicking the next button.

Thank you! :)

I accept to be a part of the survey

○ Yes

Please remember that you will not be able to return to previous questions after you click the next button.
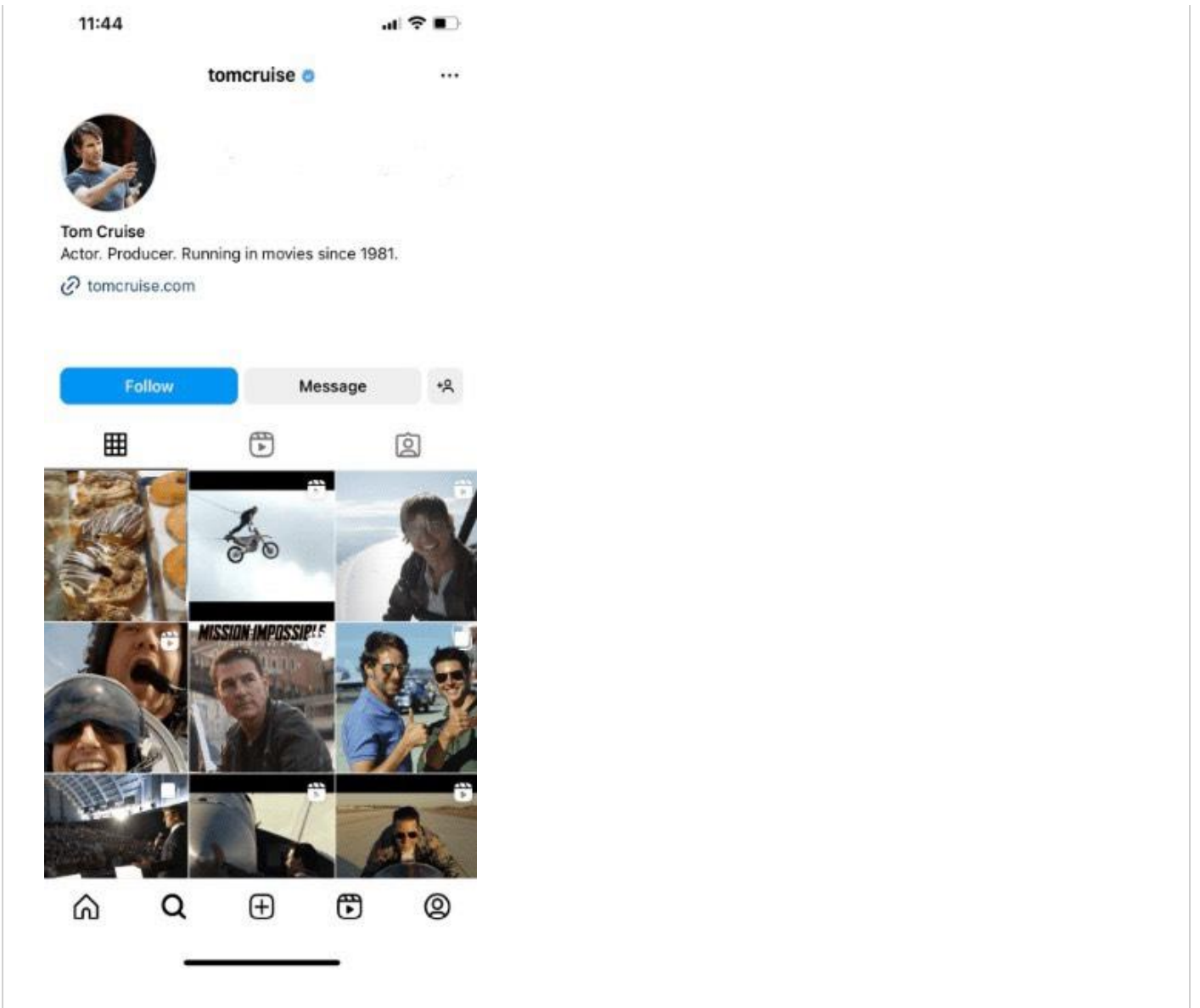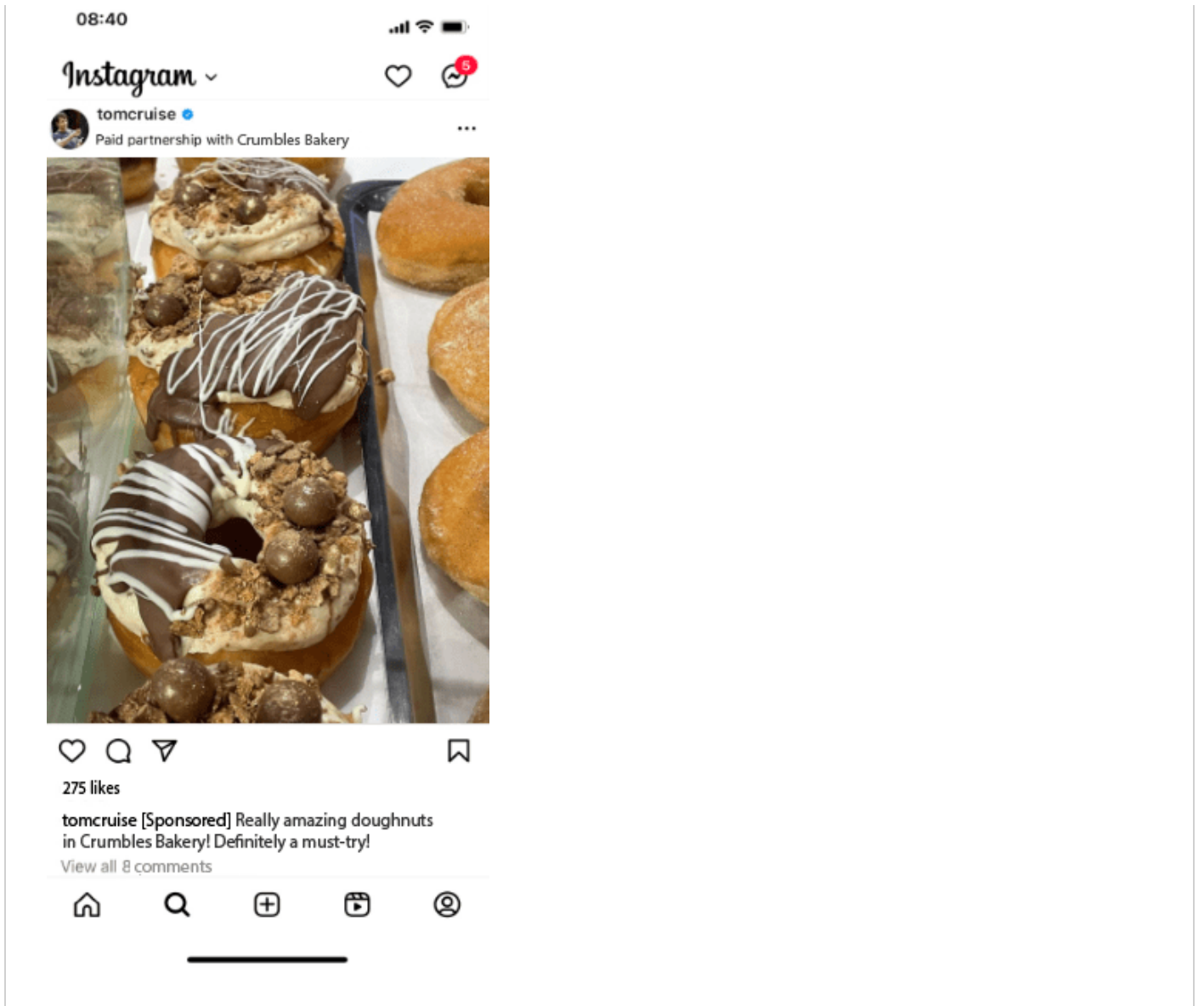
Intro Question

How often do you use Instagram?

○ At least once a day

○ Every other day

○ Once a week or less

○ I don't use Instagram

ToPA

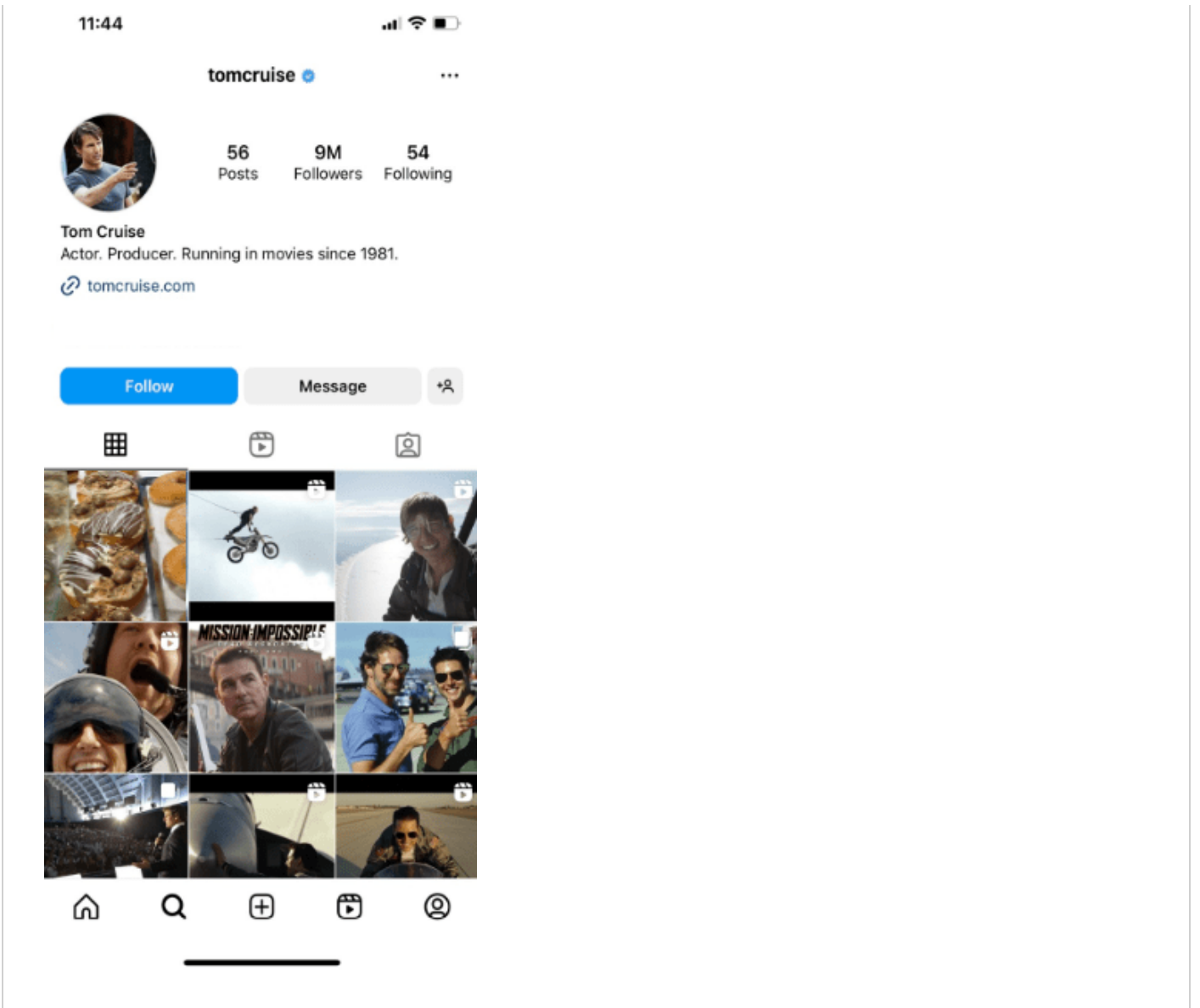You will see an Instagram post from this person only once. The following questions will be based on the post.
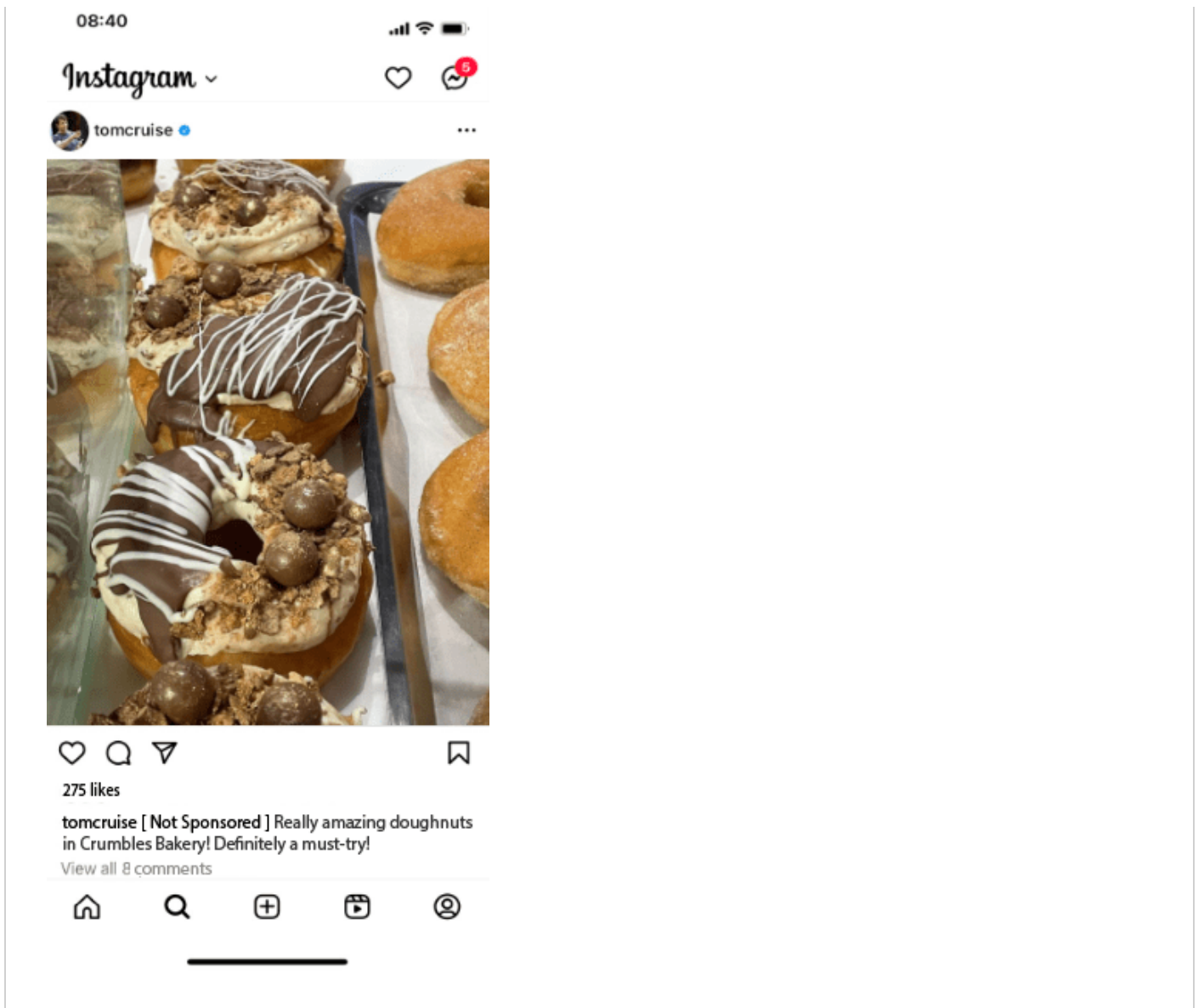
Here's the post.

ToNS

You will see an Instagram post from this person only once. The following questions will be based on the post.
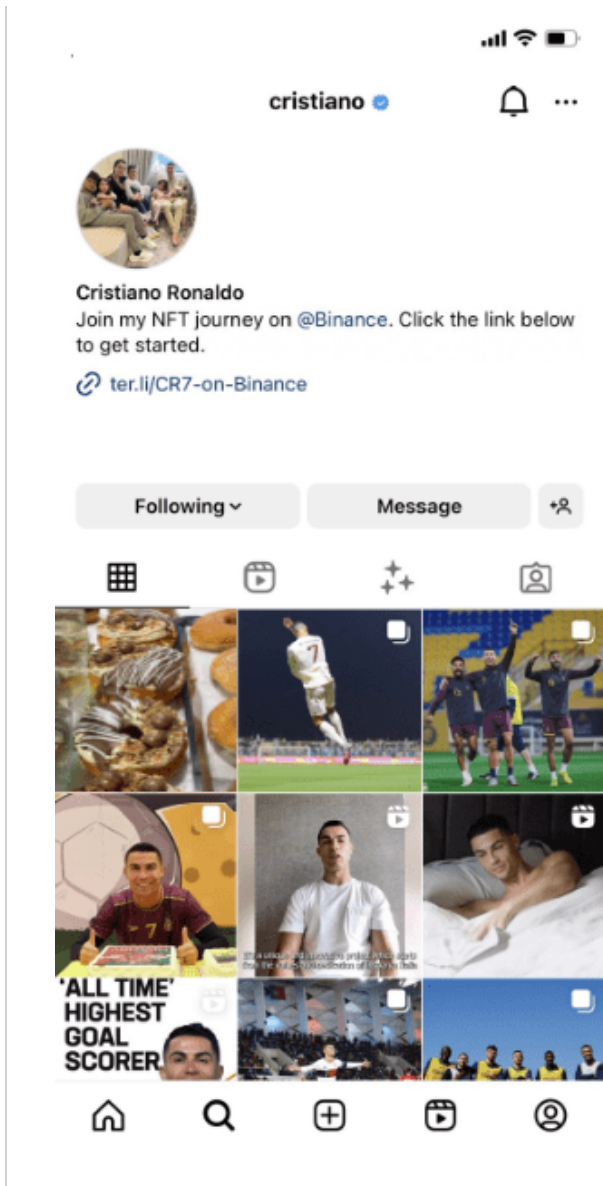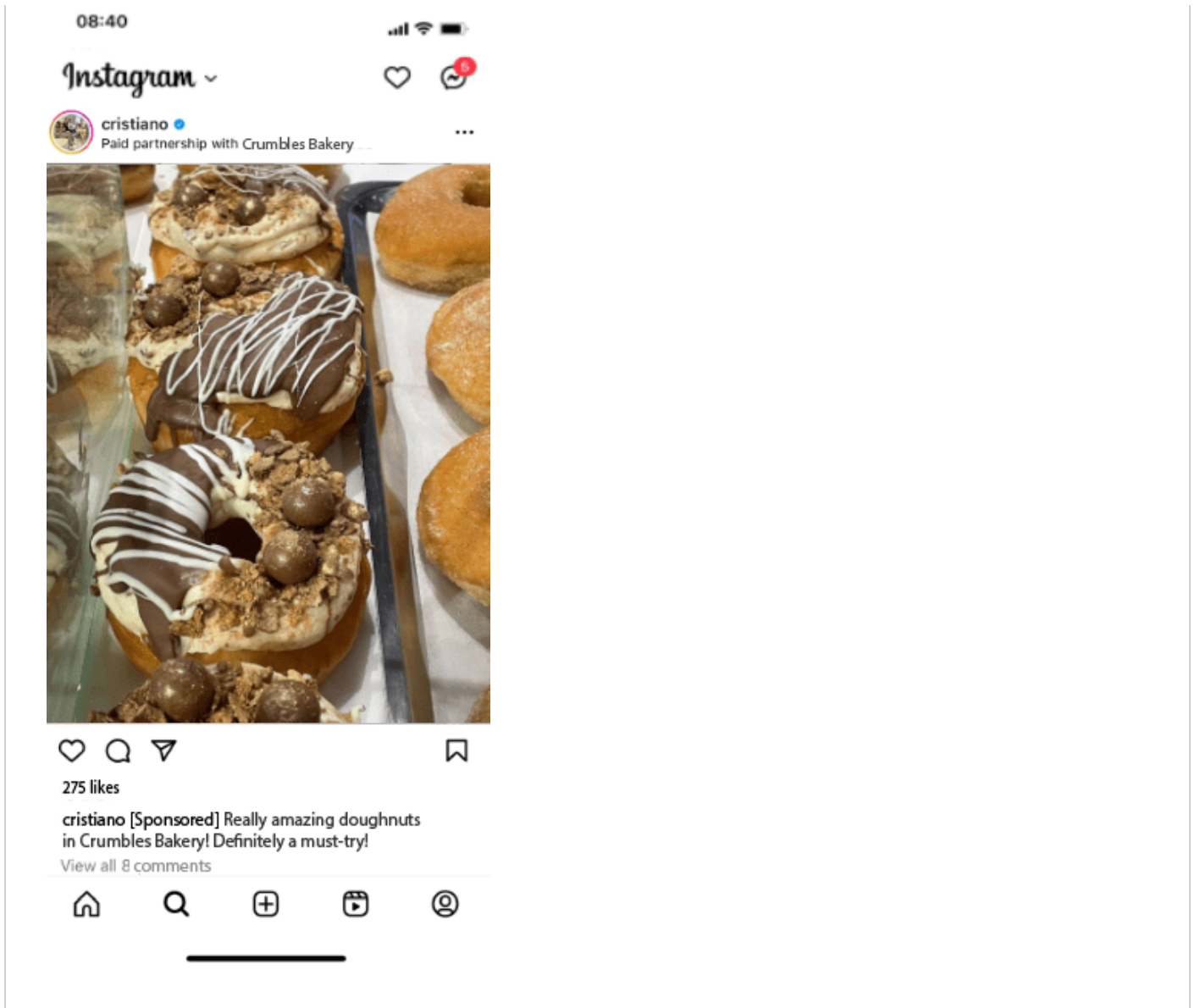
Here's the post.

08:40

Instagram ⌄

tomcruise ✓

275 likes

tomcruise [Not Sponsored] Really amazing doughnuts in Crumbles Bakery! Definitely a must-try!

View all 8 comments

CrPA

You will see an Instagram post from this person only once. The following questions will be based on the post.
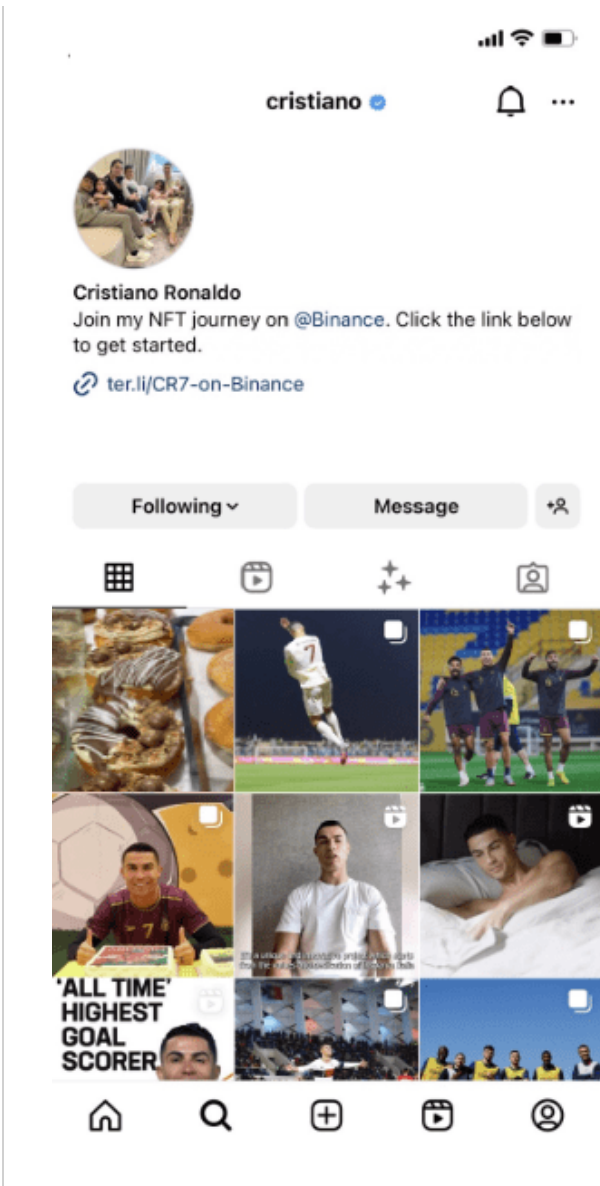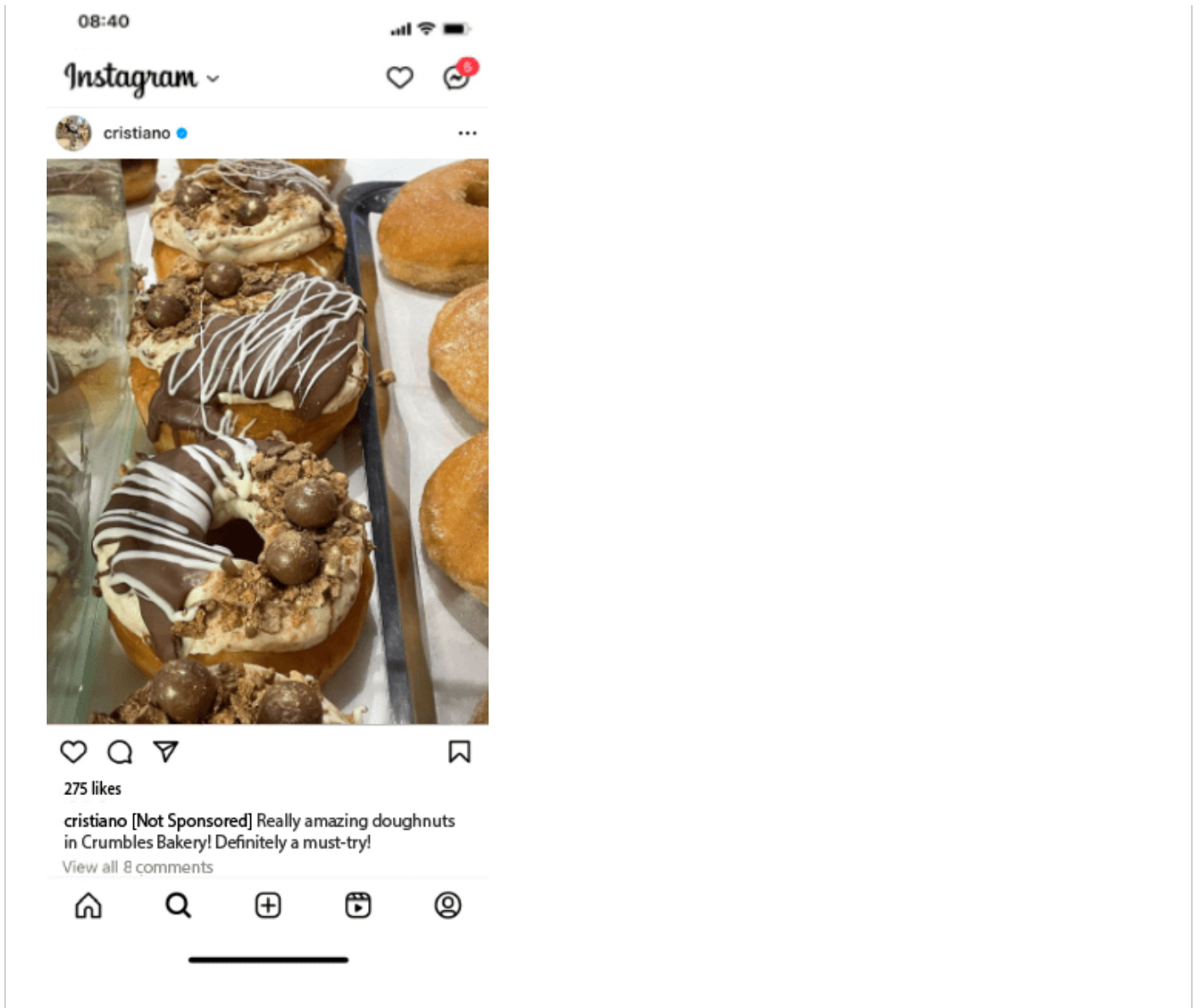
Here's the post.

CrNS

You will see an Instagram post from this person only once. The following questions will be based on the post.
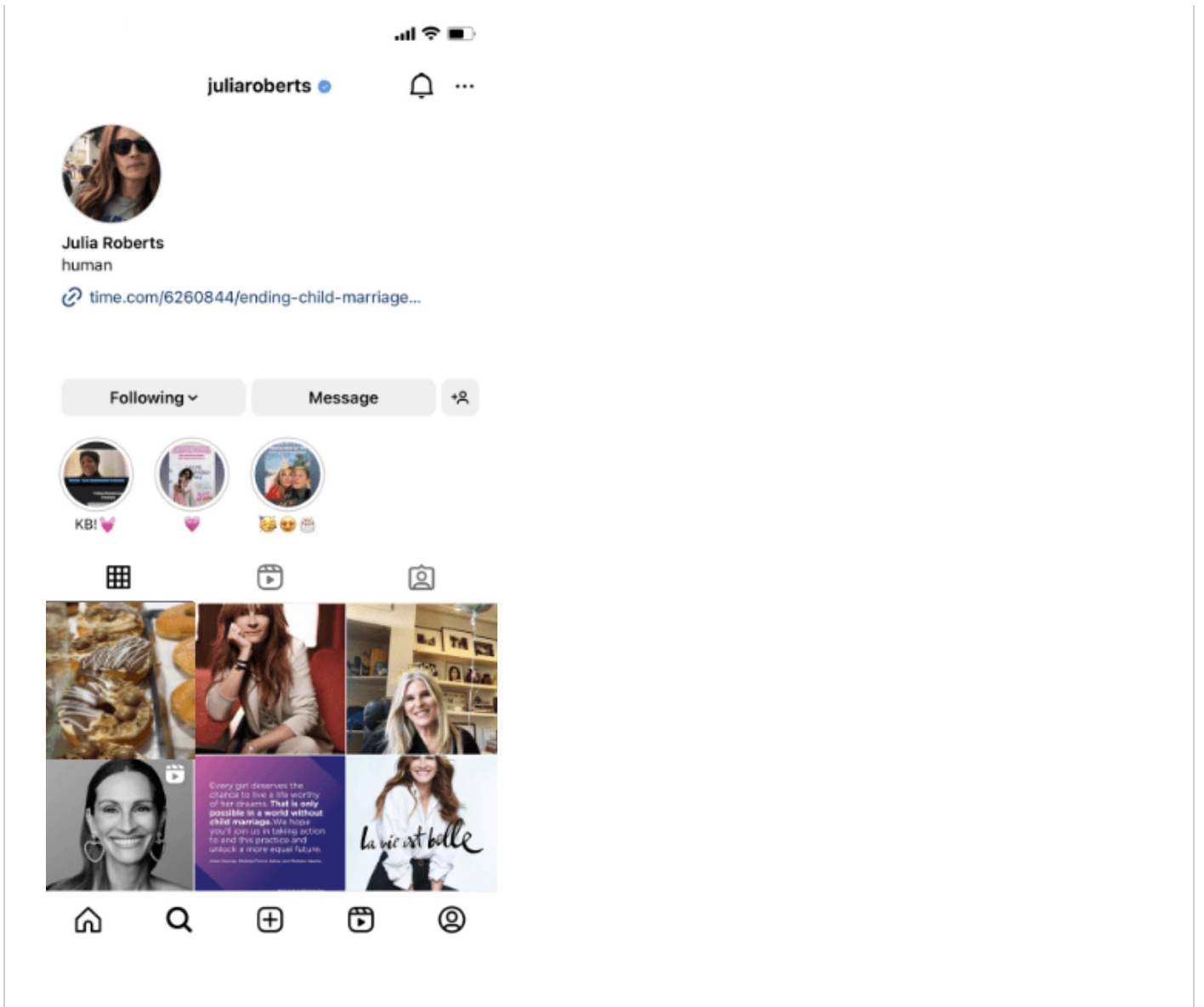
Here's the post.

JR-NS

You will see an Instagram post from this person only once. The following questions will be based on the post.

juliaroberts ✓

Julia Roberts
human

🔗 time.com/6260844/ending-child-marriage...

| Following ⌄ | Message | +👤 |

KB! 💜   💜   🥳😊🎂

Here's the post.

JR-PA

You will see an Instagram post from this person only once. The following questions will be based on the post.
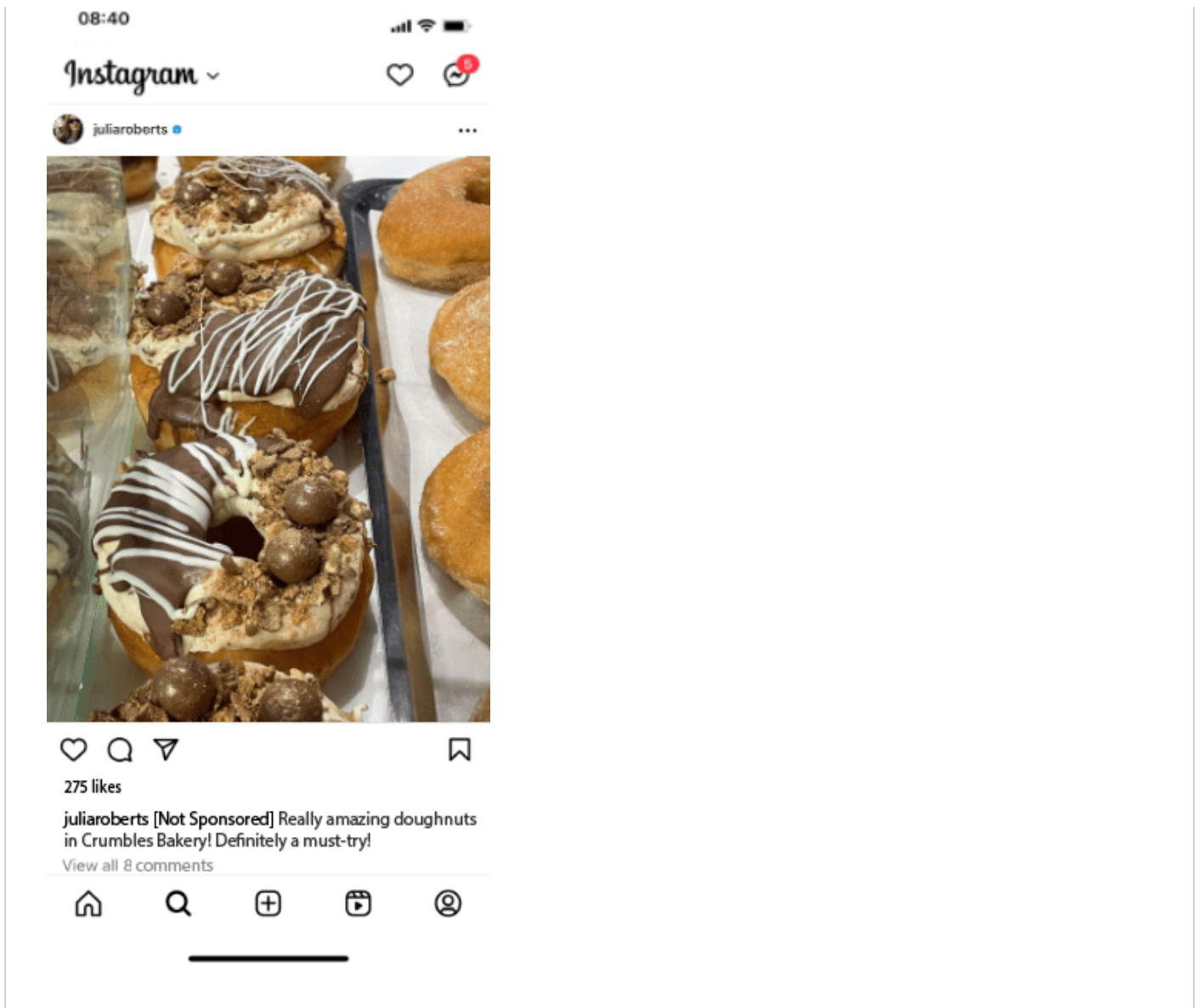
Here's the post.

TS-NS

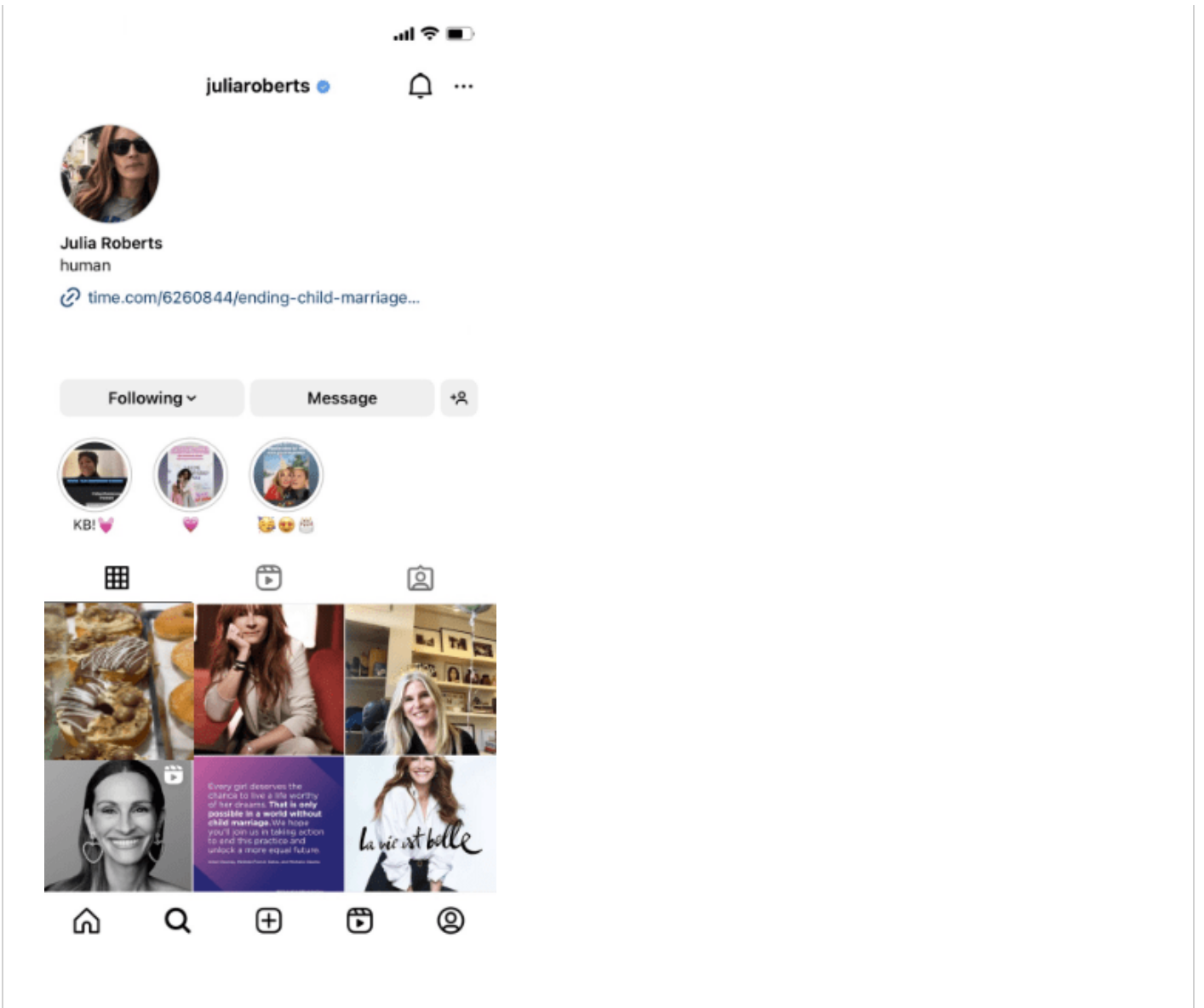**You will see an Instagram post from this person only once. The following questions will be based on the post.**

Here's the post.

TS-PA
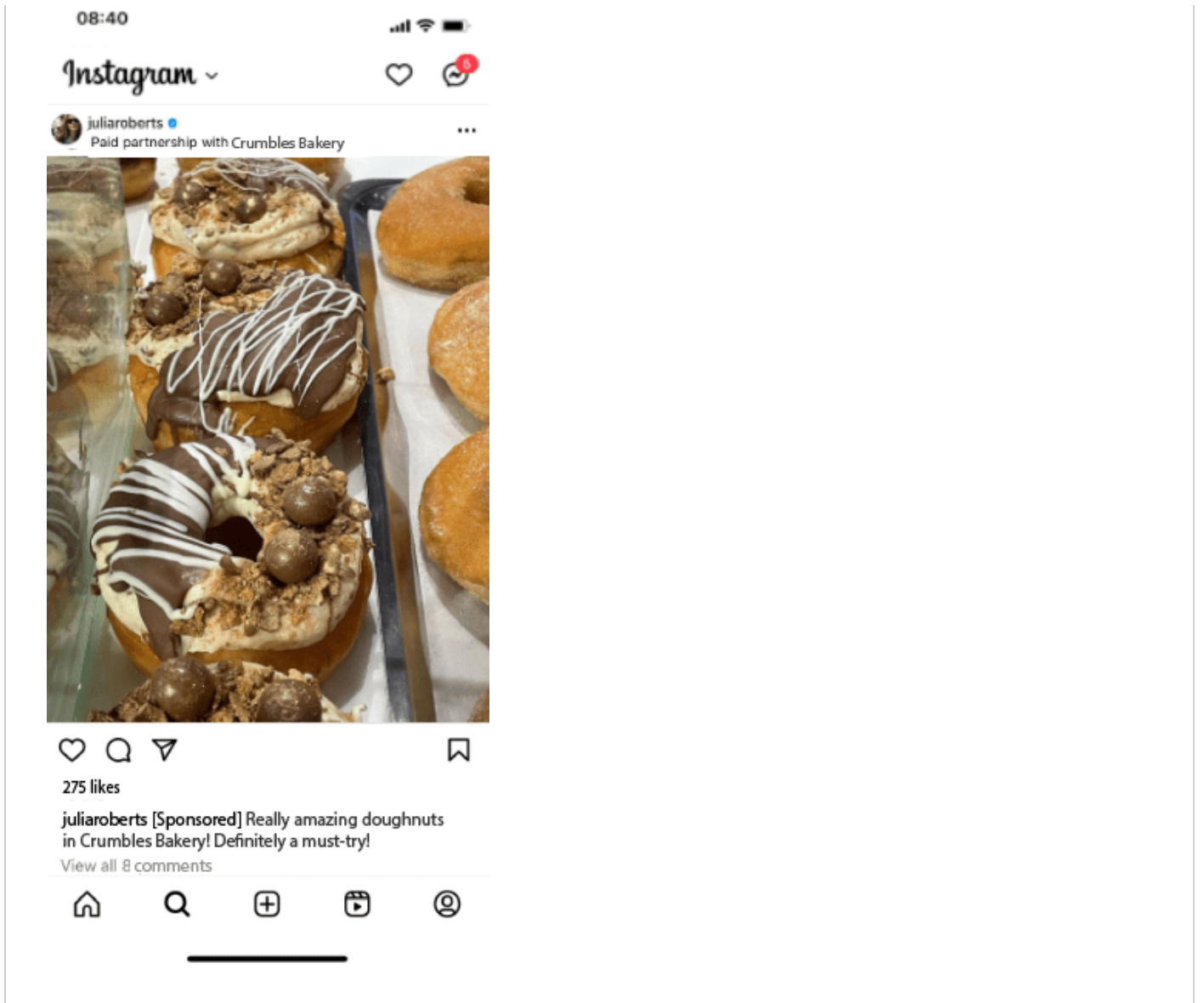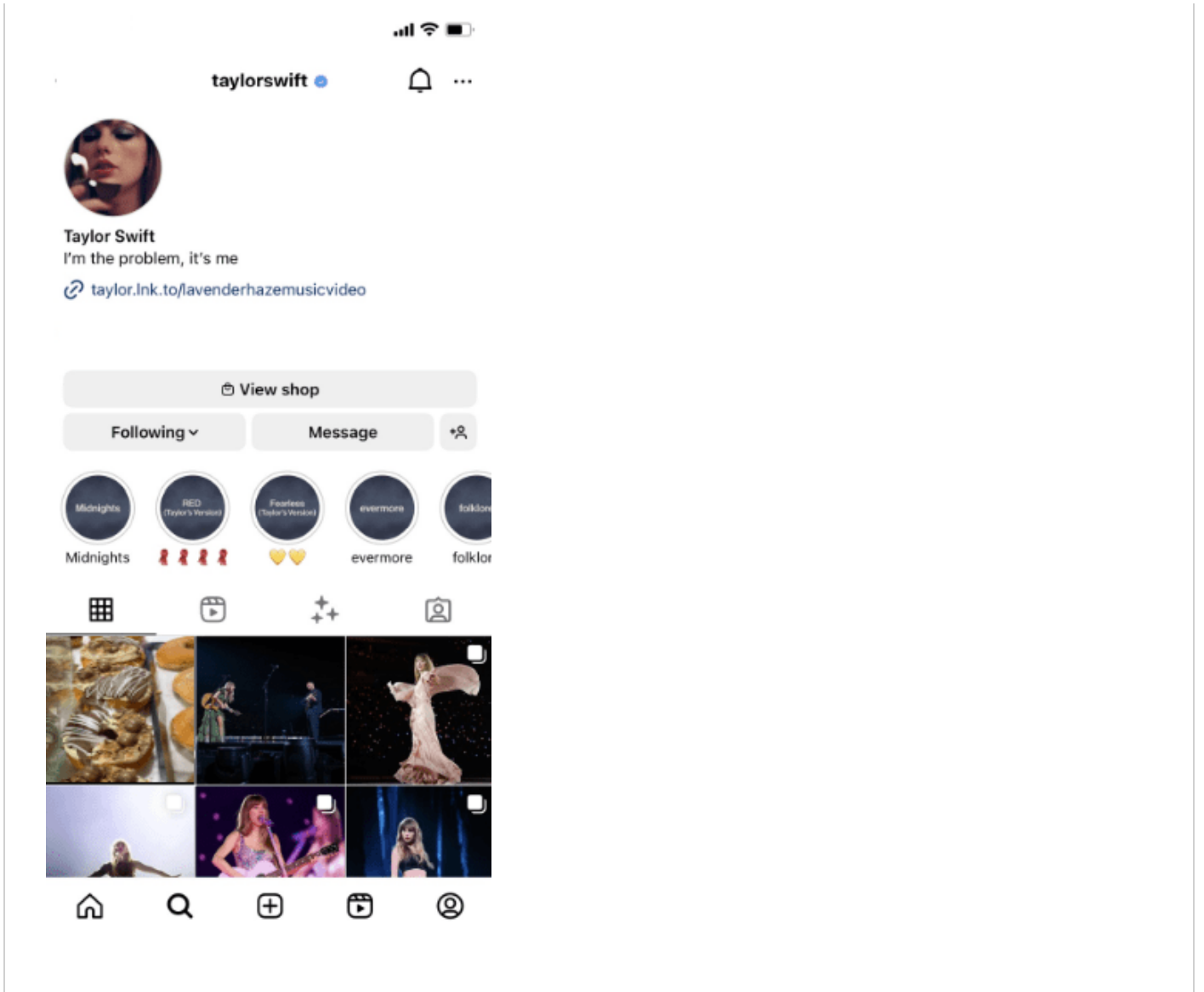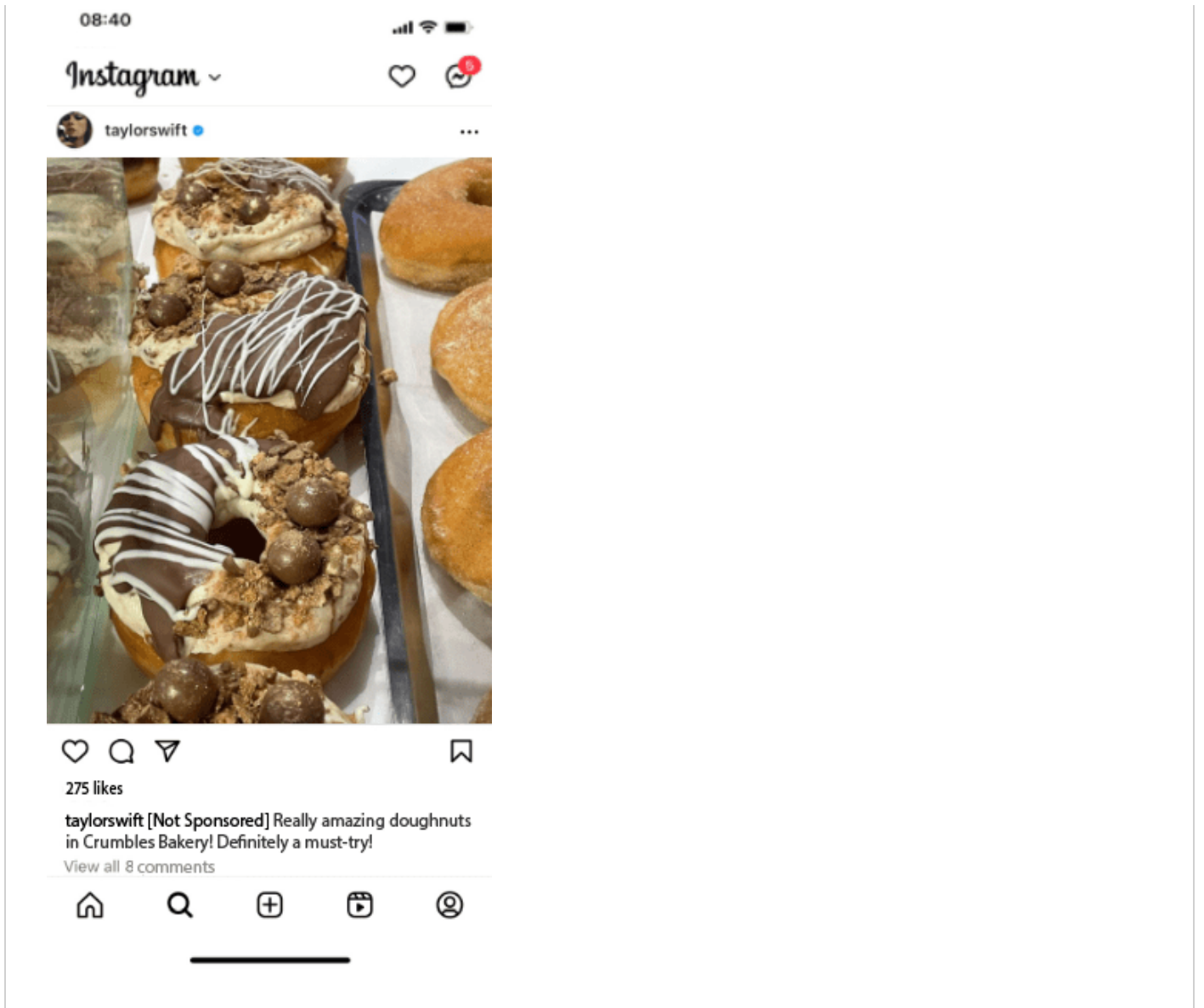
You will see an Instagram post from this person only once. The following questions will be based on the post.

taylorswift ✓   🔔 ...

Taylor Swift
I'm the problem, it's me

🔗 taylor.lnk.to/lavenderhazemusicvideo

🛍 View shop

| Following ⌄ | Message | ⊕ |

Midnights   RED (Taylor's Version)   Fearless (Taylor's Version)   evermore   folklor

Midnights   🧍🧍🧍🧍   💛💛   evermore   folklor

Here's the post.

HM-NS

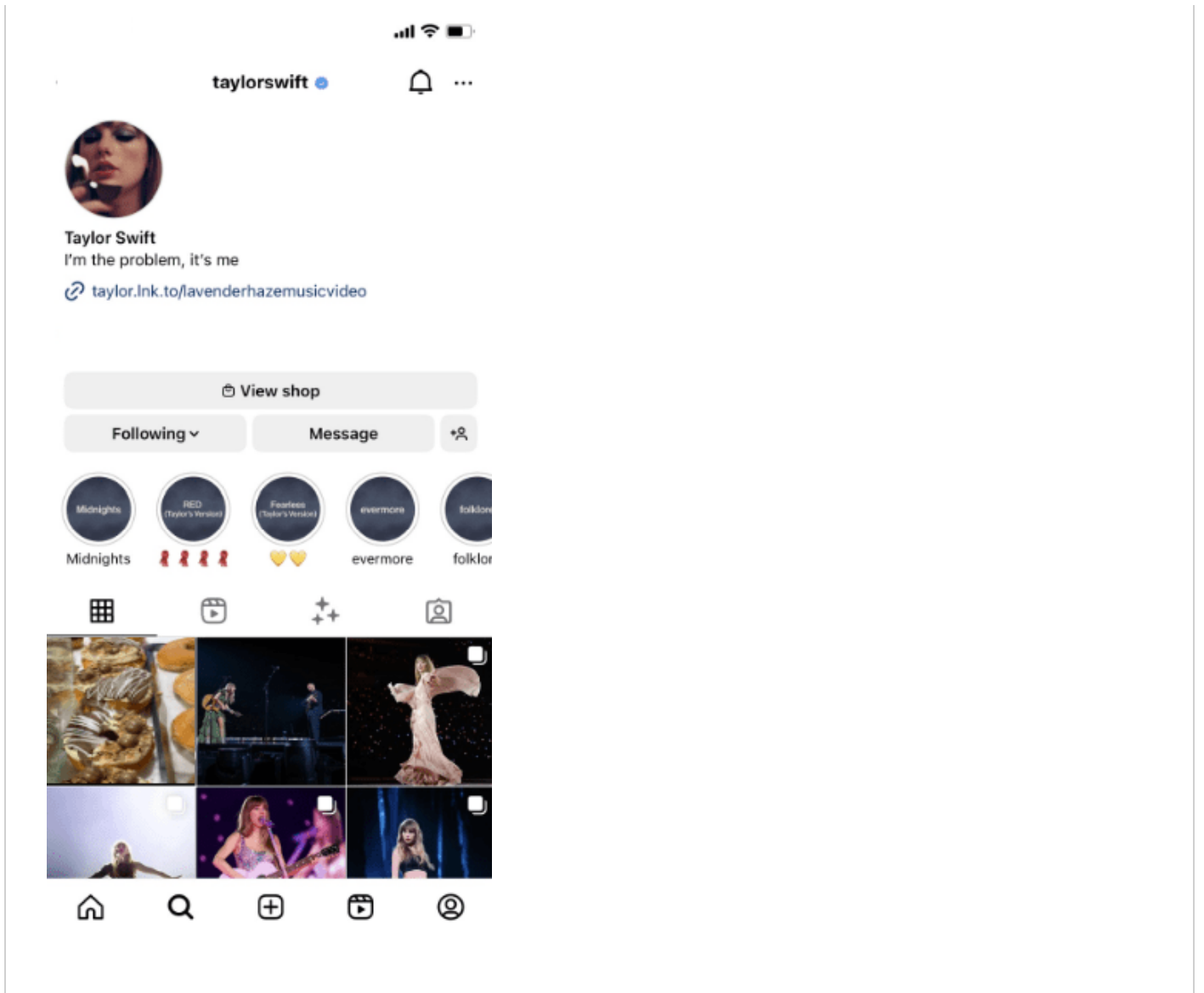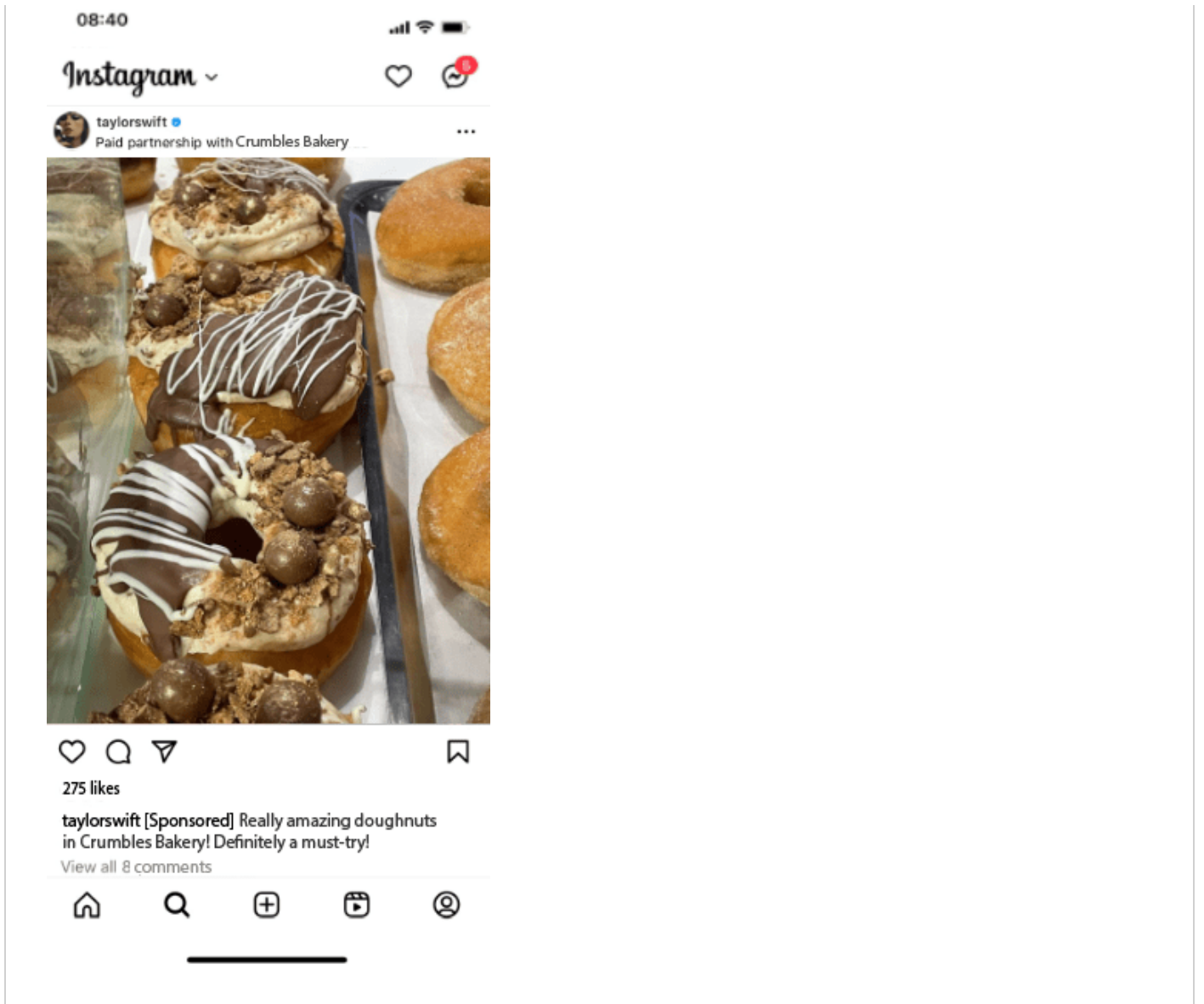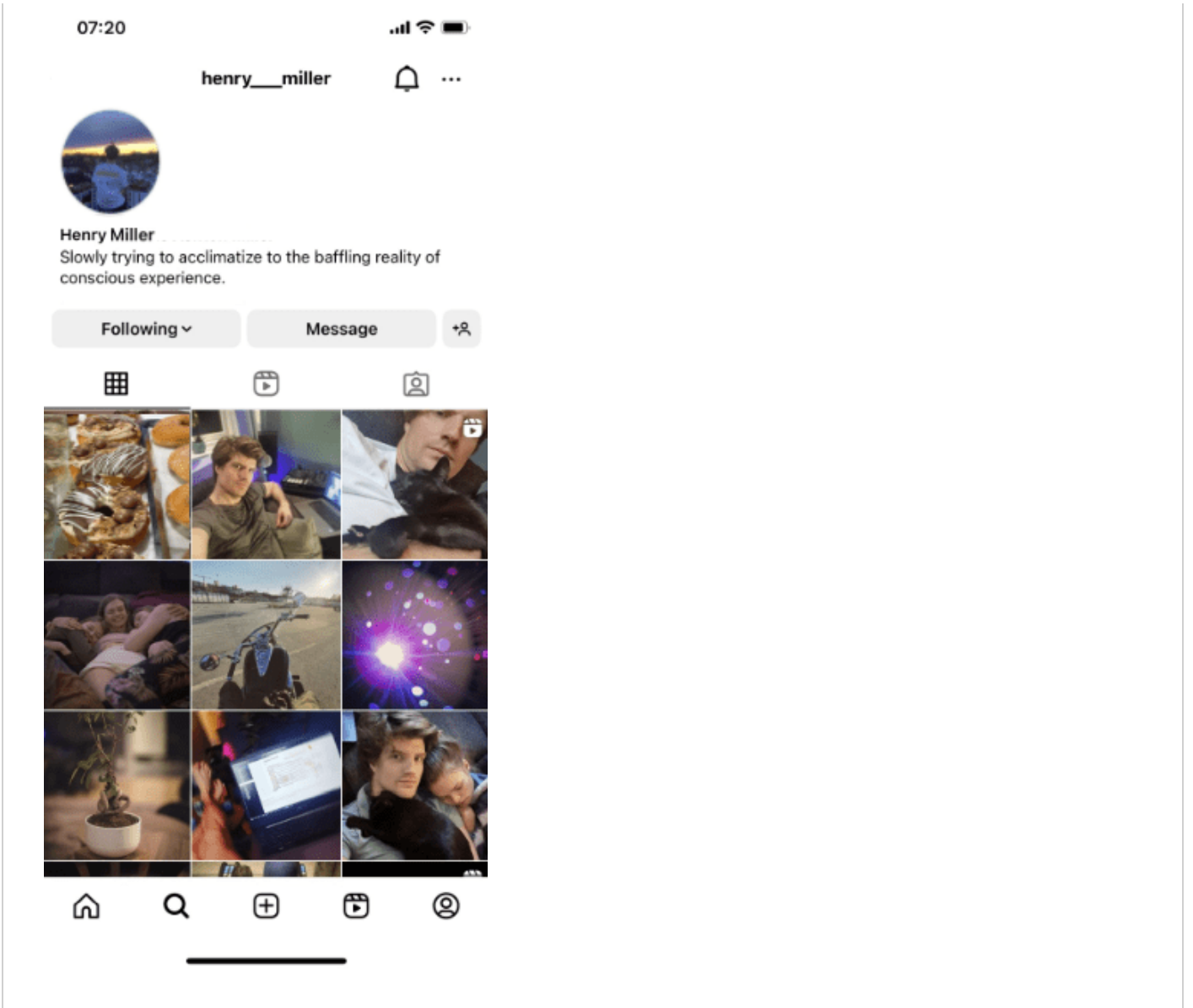**You will see an Instagram post from this person only once. The following questions will be based on the post.**

07:20

henry___miller

Henry Miller
Slowly trying to acclimatize to the baffling reality of
conscious experience.

Following ⌄   Message

Here's the post.

08:40
◄ Search

Instagram ⌄   ♡ ⌖⁵

👤 henry___miller   •••

♡ ◯ ◁   🔖

275 likes

henry__miller [Not Sponsored] Really amazing
doughnuts in Crumbles Bakery! Definitely a must-try!
View all 8 comments

🏠   🔍   ⊞   ▣   ◎

HM-PA

You will see an Instagram post from this person only once. The following questions will be based on the post.

Here's the post.

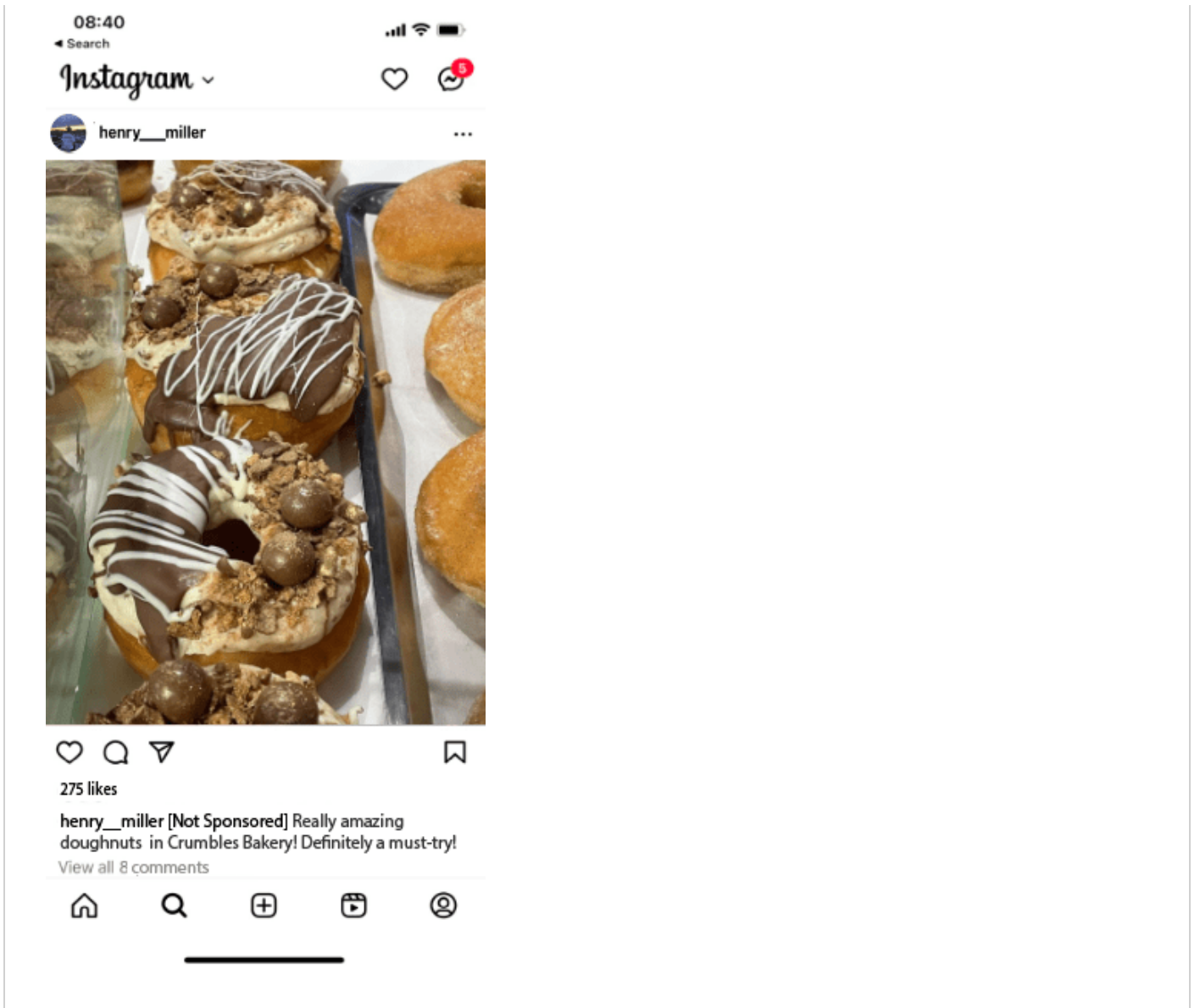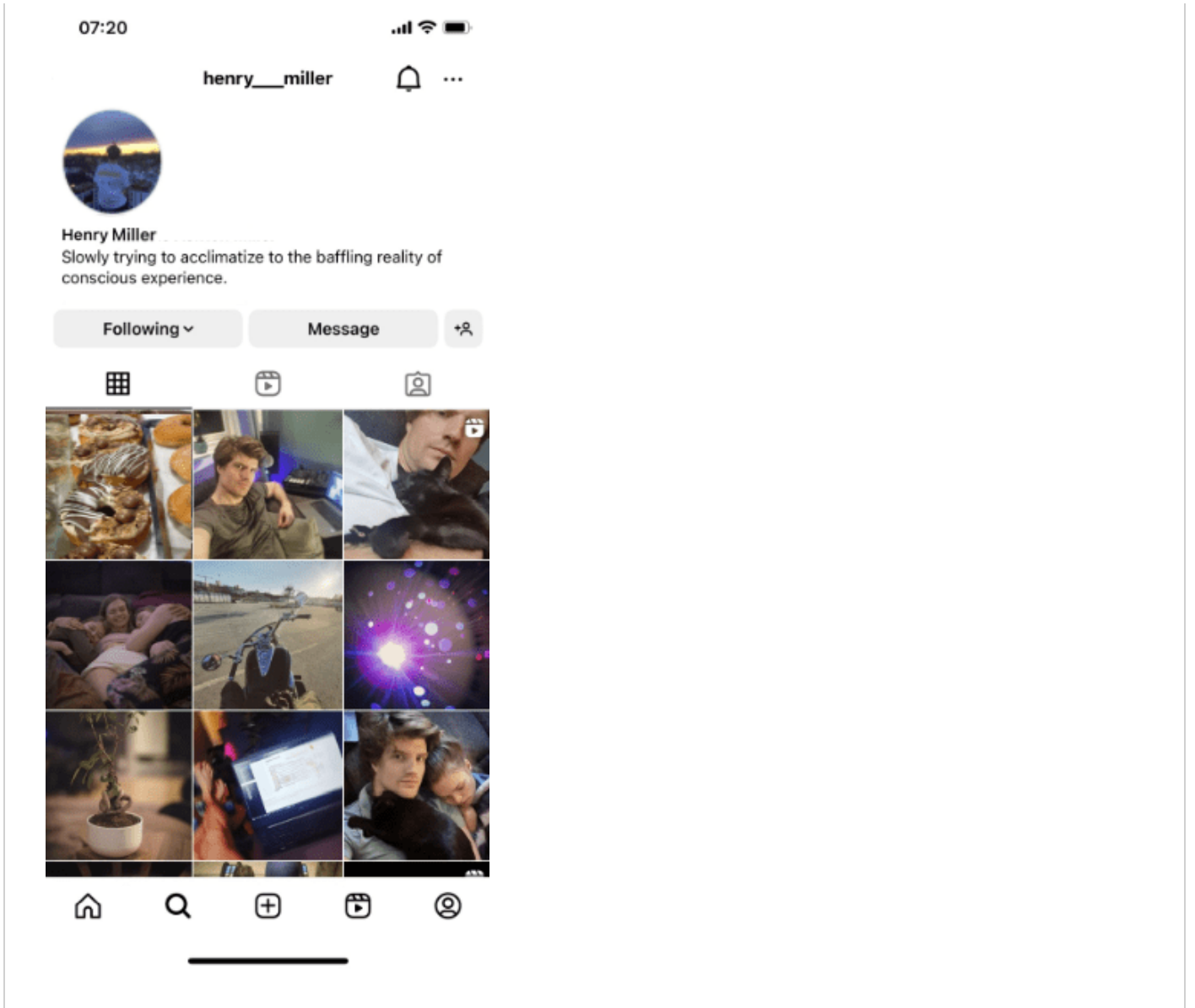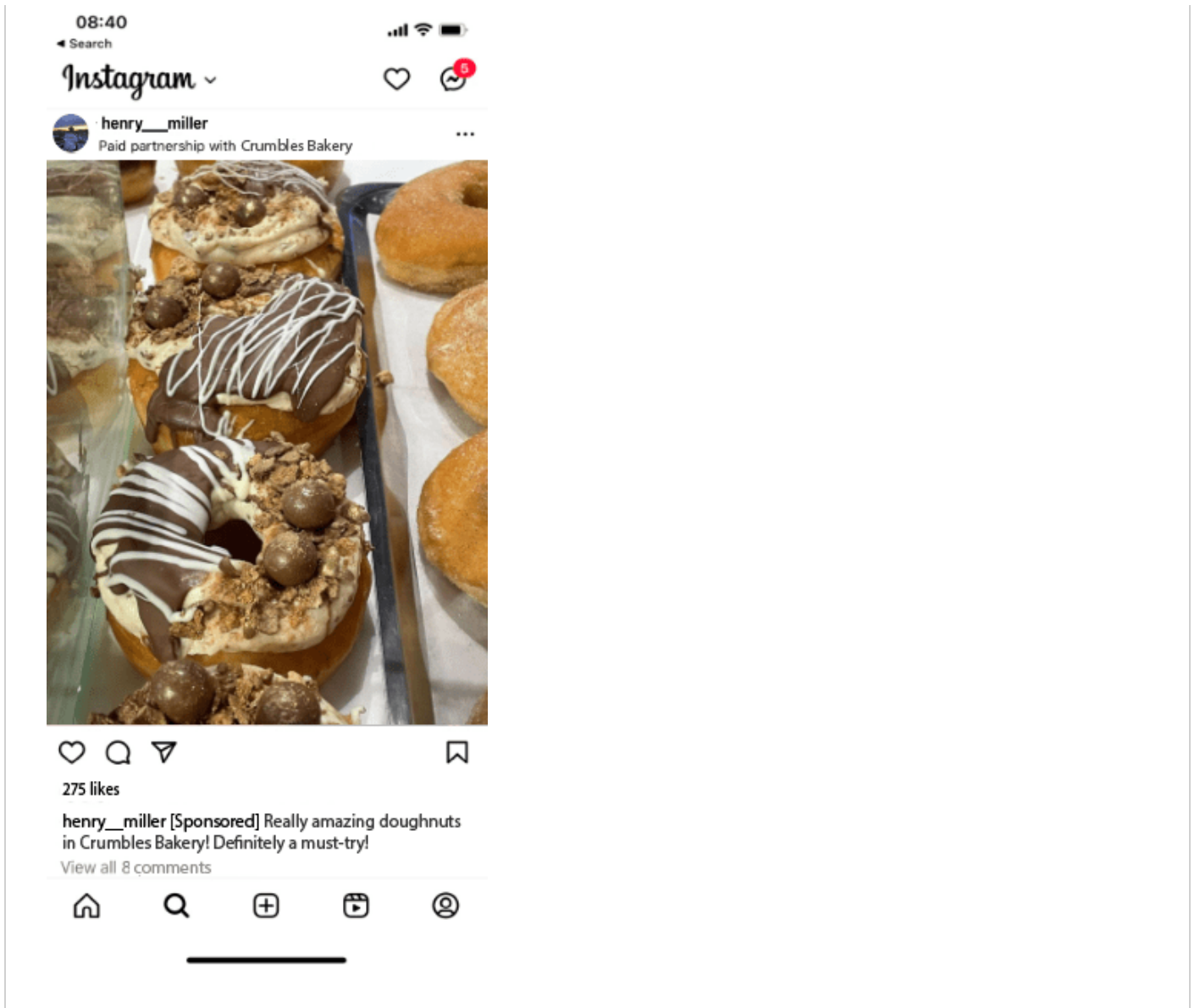**HJ - NS**

You will see an Instagram post from this person only once. The following questions will be based on the post.

09:11

hannah.johnson
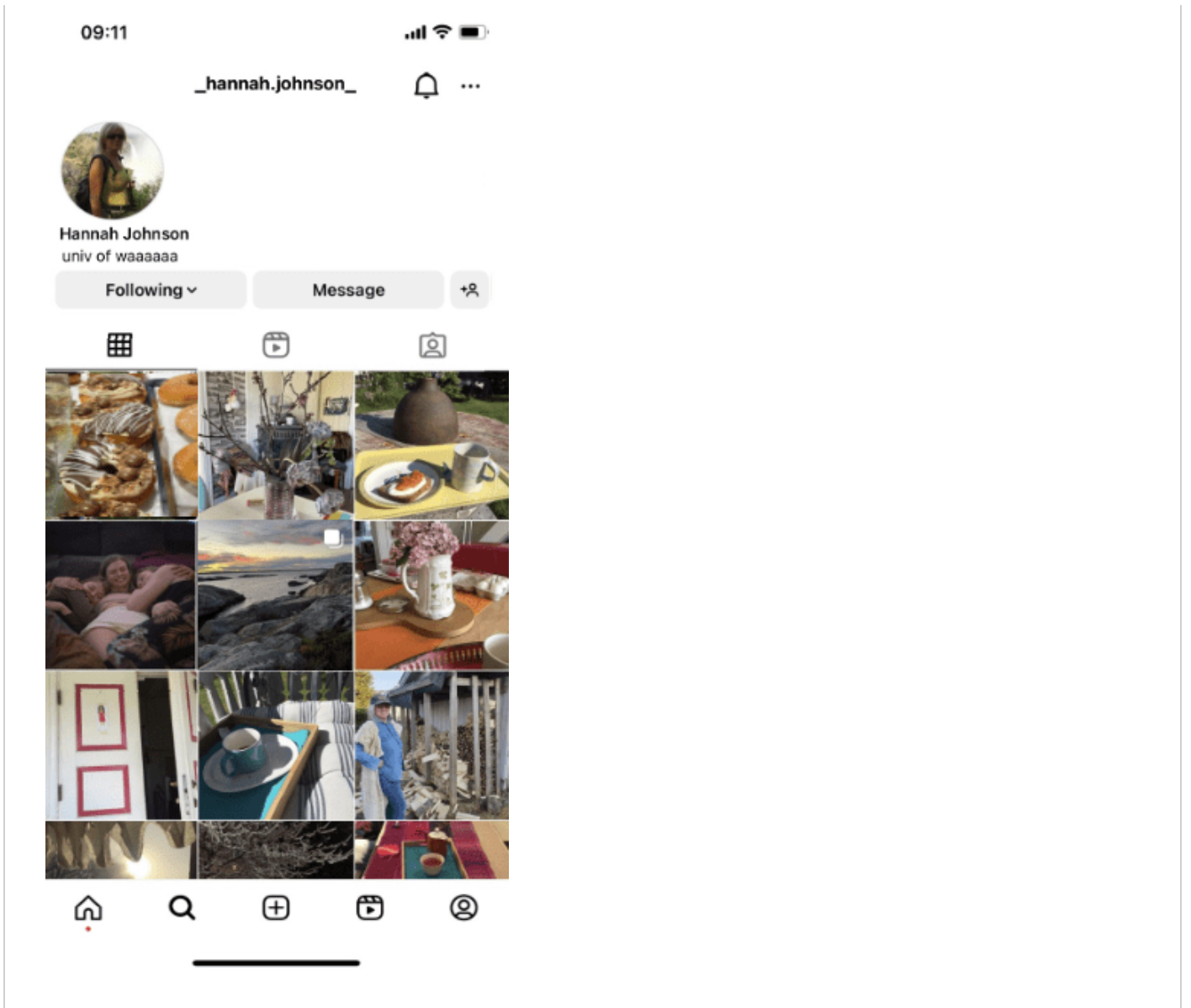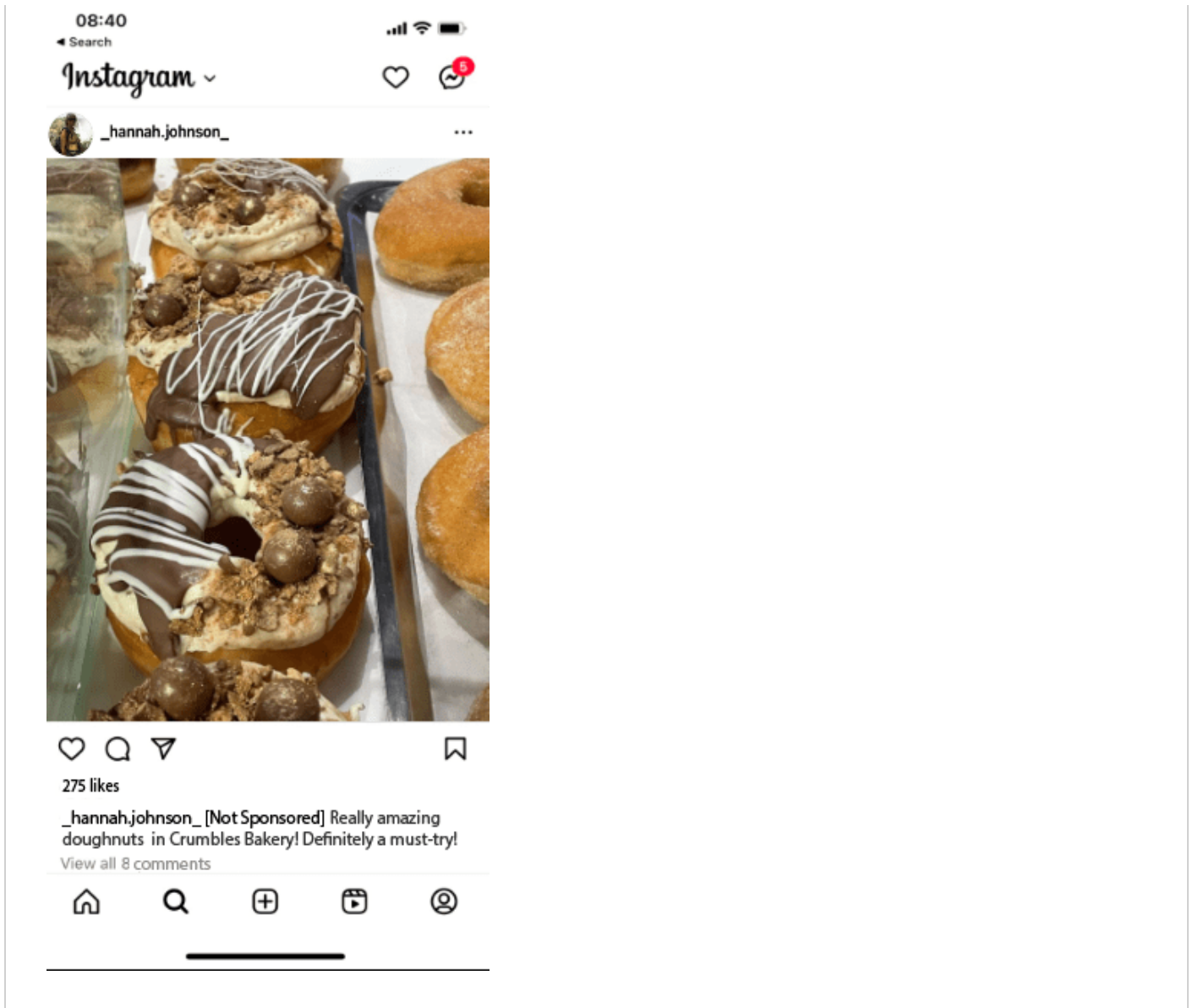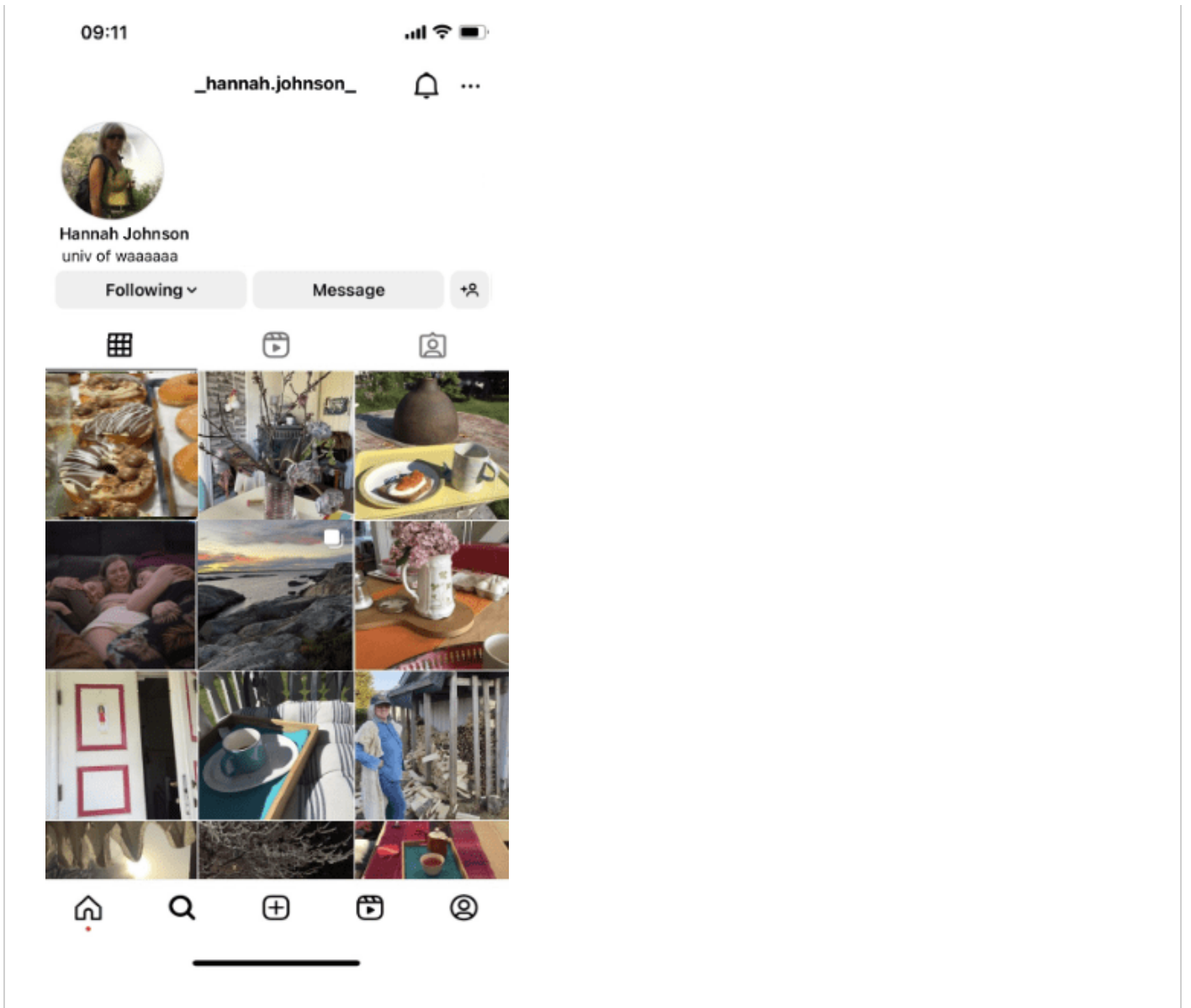
Hannah Johnson
univ of waaaaaa

Following ⌄ | Message | +⚇

Here's the post.

HJ - PA

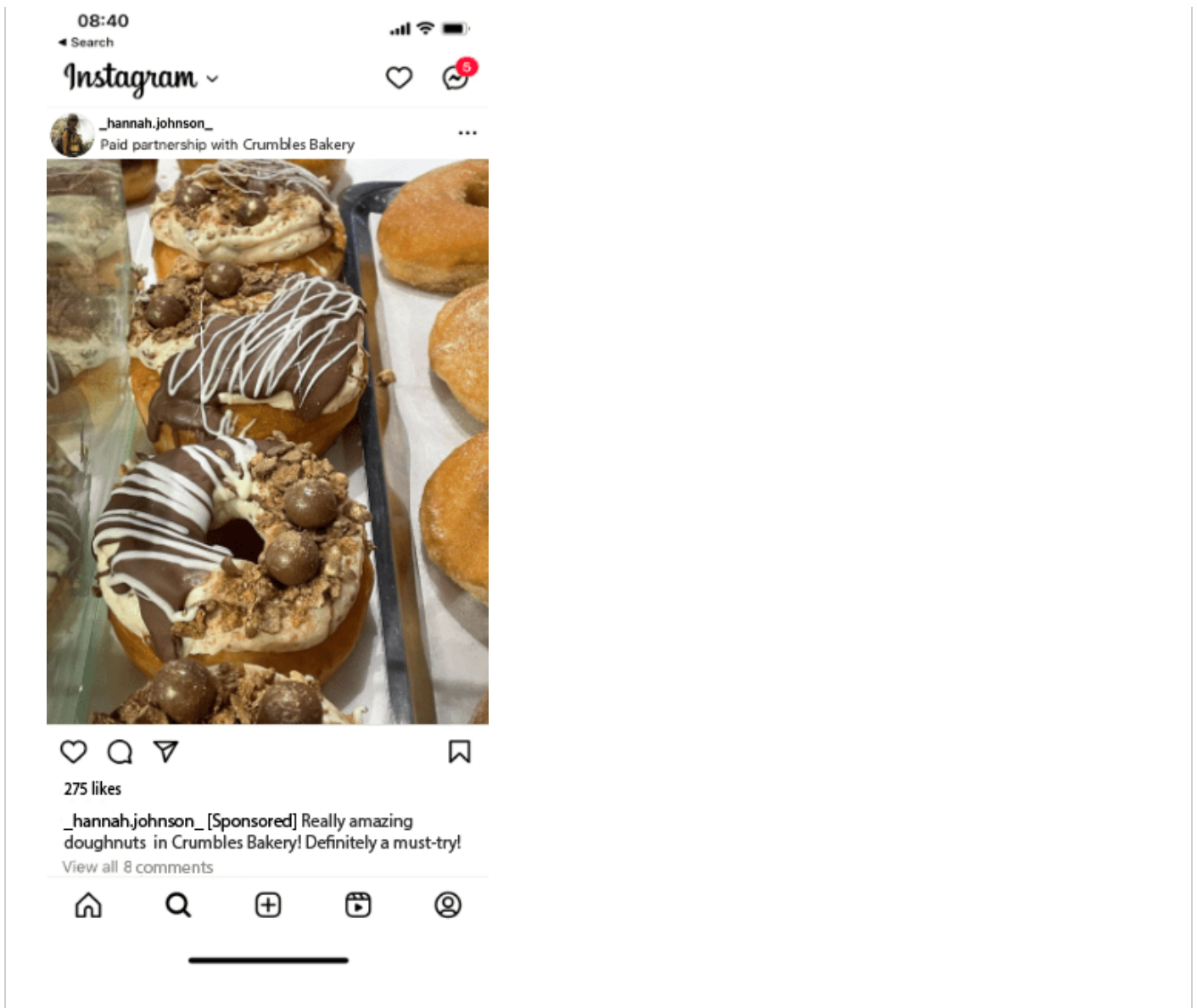**You will see an Instagram post from this person only once. The following questions will be based on the post.**

09:11

hannah.johnson   🔔 ⋯

Hannah Johnson
univ of waaaaaa

| Following ⌄ | Message | +👤 |

Here's the post.

Recall question

Do you remember the name of the bakery in the Instagram post you just saw?

○ Yes

○ No

Please fill in the name of the bakery

[   ]

The name of the bakery was Crumbles Bakery. Imagine they are a popular, world famous bakery that is opening in your city soon.

Responses after manipulation

Indicate your opinion. I find this post:

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
Exciting	○	○	○	○	○	○	○
Positive	○	○	○	○	○	○	○
Useful	○	○	○	○	○	○	○
Trustworthy	○	○	○	○	○	○	○
Useless	○	○	○	○	○	○	○

Indicate your opinion on Crumbles Bakery:

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I have a pleasant idea of Crumbles Bakery	○	○	○	○	○	○	○
I prefer this bakery	○	○	○	○	○	○	○
This bakery has a good reputation	○	○	○	○	○	○	○

Indicate your opinion:

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I would like to buy the doughnut in the post	○	○	○	○	○	○	○
I will look for more information about Crumbles Bakery from other sources	○	○	○	○	○	○	○
I am likely to try Crumbles Bakery	○	○	○	○	○	○	○

Indicate how you feel:

	Strongly Disgree 1	2	3	4	5	6	Strongly Agree 7
The person posted about Crumbles Bakery because they are paid for doing so	○	○	○	○	○	○	○
The person posted about Crumbles Bakery to share information with others	○	○	○	○	○	○	○

Indicate how much you agree with the following statements:

	Highly Improbable 1	2	3	4	5	6	Highly Probable 7
I am likely to spread positive review about Crumbles Bakery on social media	○	○	○	○	○	○	○
I would recommend Crumbles Bakery to my friends	○	○	○	○	○	○	○
If my friends were looking to purchase doughnuts, I would tell them to try Crumbles Bakery	○	○	○	○	○	○	○

Manipulation Check

Who posted the picture in Instagram?

○ Christiano Ronaldo

○ Tom Cruise

○ Julia Roberts

○ Taylor Swift

○ Hannah Johnson

○ Henry MIller

How do you feel about the statements below:

	Strongly Disagree 1	2	3	4	5	6	Strongly Agree 7
I have a positive impression of the person.	○	○	○	○	○	○	○
The person is famous.	○	○	○	○	○	○	○

Was the Instagram post you saw sponsored?

◯ Yes

◯ No

Demographics

Gender

◯ Male

◯ Female

◯ Non-binary / third gender

◯ Prefer not to say

How old are you? (Write in full years with numbers. For example 21)

[   ]

Which country do you live in?

[   ]