Topline questionnaire

2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 35 MAY 2018
FINAL TOPLINE
MAY 29 – JUNE 11, 2018
TOTAL N=4,594

ASK ALL:
ALG1   Which of the following statements comes closest to your view, even if neither is exactly
right? **[RANDOMIZE OPTIONS]**

May 29-
Jun 11
<u>2018</u>
40	It is possible for computer programs to make decisions without human bias
58	Computer programs will always reflect the biases of the people who designed them
2	No Answer

ASK ALL:
On a different subject…
SNS   Do you use any of the following social media sites? **[RANDOMIZE WITH "OTHER" ALWAYS
LAST]**

[Check all that apply]

		Selected	Not Selected	No Answer
a.	Facebook			
	May 29- Jun 11, 2018 [N=4,594]	74	26	-
	Aug 8- Aug 21, 2017 [N=4,971]	66	34	-
	Jan 12-Feb 8, 2016 [N=4,654]	67	33	-
	Mar 13-15, 20-22, 2015 [N=2,035]	66	34	1
	Aug 21-Sep 2, 2013 [N=5,173]	64	36	*
b.	Twitter			
	May 29- Jun 11, 2018 [N=4,594]	21	79	-
	Aug 8- Aug 21, 2017 [N=4,971]	15	85	-
	Jan 12-Feb 8, 2016 [N=4,654]	16	84	-
	Mar 13-15, 20-22, 2015 [N=2,035]	17	83	1
	Aug 21-Sep 2, 2013 [N=5,173]	16	84	*

NO ITEMS C-D

e.	Instagram			
	May 29- Jun 11, 2018 [N=4,594]	34	66	-
	Aug 8- Aug 21, 2017 [N=4,971]	26	74	-
	Jan 12-Feb 8, 2016 [N=4,654]	19	81	-
	Aug 21-Sep 2, 2013 [N=5,173]	12	88	*

NO ITEMS F-G

		Selected	Not Selected	No Answer
h.	YouTube			
	May 29- Jun 11, 2018 [N=4,594]	68	32	-
	Aug 8- Aug 21, 2017 [N=4,971]	58	42	-
	Jan 12-Feb 8, 2016 [N=4,654]	48	52	-
	Aug 21-Sep 2, 2013 [N=5,173]	51	49	*

NO ITEM I

j.	Snapchat			
	May 29- Jun 11, 2018 [N=4,594]	22	78	-
	Aug 8- Aug 21, 2017 [N=4,971]	18	82	-
	Jan 12-Feb 8, 2016 [N=4,654]	10	90	-

NO ITEM K

l.	Other			
	May 29- Jun 11, 2018 [N=4,594]	10	90	-
	Aug 8- Aug 21, 2017 [N=4,971]	5	95	-
	Jan 12-Feb 8, 2016 [N=4,654]	11	89	-
	Aug 21-Sep 2, 2013 [N=5,173]	3	97	*

SUMMARY OF SOCIAL MEDIA USERS (ANY SNSa-l=1).

4,316	Social media user (SNSUSER=1)
278	Not social media user (SNSUSER=0)

ASK ALL:
SM1   How often, if ever, do you **[IF SOCIAL MEDIA USER (SNSUSER=1): see] [IF NOT SOCIAL MEDIA USER (SNSUSER=0):** hear about**]** content on social media that makes you feel… **[RANDOMIZE]**

		Frequently	Sometimes	Hardly ever	Never	No Answer
a.	Angry					
	May 29-Jun 11, 2018	24	46	19	10	1
b.	Inspired					
	May 29-Jun 11, 2018	15	52	22	11	*
c.	Amused					
	May 29-Jun 11, 2018	42	44	7	6	1
d.	Depressed					
	May 29-Jun 11, 2018	12	36	28	23	1
e.	Connected					
	May 29-Jun 11, 2018	20	48	20	12	*
f.	Lonely					
	May 29-Jun 11, 2018	7	24	31	38	1

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
SM2   How often, if ever, do you see the following things on social media? **[RANDOMIZE]**

		Frequently	Sometimes	Hardly ever	Never	No Answer
a.	Posts that are overly dramatic or exaggerated					
	May 29-Jun 11, 2018	58	31	5	6	1
b.	Posts that appear to be about one thing but turn out to be about something else					
	May 29-Jun 11, 2018	33	45	15	6	1
c.	Posts that teach you something useful that you hadn't known before					
	May 29-Jun 11, 2018	21	57	16	5	*
d.	People making accusations or starting arguments without waiting until they have all the facts					
	May 29-Jun 11, 2018	59	28	7	5	1

ASK ALL:
SM3   In general, would you say that the content posted on social media provides an accurate picture of how society as a whole feels about important issues?

May 29-
Jun 11
<u>2018</u>
25   Provides an accurate picture
74   Does not provide an accurate picture
1   No Answer

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
SM5   How acceptable, if at all, do you think it is for social media sites to use data about you and your online activities to… **[RANDOMIZE]**

		Very acceptable	Somewhat acceptable	Not very acceptable	Not acceptable at all	No Answer
a.	Recommend events in your area					
	May 29-Jun 11, 2018	25	50	14	11	*
b.	Show you advertisements for products or services					
	May 29-Jun 11, 2018	11	41	26	21	*

SM5 CONTINUED…

		Very acceptable	Somewhat acceptable	Not very acceptable	Not acceptable at all	No Answer
c.	Recommend someone you might want to know as a friend					
	May 29-Jun 11, 2018	14	43	24	19	*
d.	Show you messages from political campaigns					
	May 29-Jun 11, 2018	7	30	31	31	1

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
[RANDOMIZE ORDER OF SM6a AND SM6b]
SM6a   Which of the following behaviors do you see more of on social media? **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

May 29-Jun 11 2018	
21	People being kind or supportive
24	People being mean or bullying
54	Equal mix of both
1	No Answer

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
[RANDOMIZE ORDER OF SM6a AND SM6b]
SM6b   Which of the following behaviors do you see more of on social media? **[RANDOMIZE 1 AND 2, 3 ALWAYS LAST]**

May 29-Jun 11 2018	
18	People trying to be deceptive
17	People trying to point out inaccurate information
63	Equal mix of both
2	No Answer

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:
SM8   Do you think it is acceptable or not acceptable for social media sites to do the following things? **[RANDOMIZE]**

		Acceptable	Not acceptable	No Answer
a.	Change the look and feel of their site for some users, but not others			
	May 29-Jun 11, 2018	21	78	1
b.	Remind some users, but not others, to vote on election day			
	May 29-Jun 11, 2018	18	82	1

	Acceptable	Not acceptable	No Answer
c. Show some users, but not others, more of their friends' happy posts and fewer of their sad posts			
May 29-Jun 11, 2018	21	78	1

[RANDOMLY ASSIGN PARTICIPANTS TO RECEIVE <u>ONE</u> OF THE FOLLOWING TWO VIGNETTES (V1=1 OR V1=2)]

ASK IF V1=1 [N=2,279]:
V1Q1   Next, please think about the following situation…

Companies have developed automated programs to calculate a new type of personal finance score, similar to a credit score. These programs collect information from many different sources about people's behavior and personal characteristics – such as their online habits or the products and services they use. They then assign people an automated score that helps businesses decide whether to offer them loans, special offers or other services.

How FAIR do you think this type of program would be to consumers?

May 29-
Jun 11
<u>2018</u>
6	Very fair
27	Somewhat fair
33	Not very fair
33	Not fair at all
1	No Answer

ASK IF V1=1 [N=2,279]:
V1Q2   How EFFECTIVE do you think this type of program would be at identifying people who would be good customers?

May 29-
Jun 11
<u>2018</u>
14	Very effective
41	Somewhat effective
30	Not very effective
15	Not effective at all
1	No Answer

ASK IF V1=1 [N=2,279]:
V1Q3   Do you think it is acceptable or not for companies to use this type of program?

May 29-Jun 11 2018	
31	Acceptable
68	Not acceptable
1	No Answer

ASK IF V1Q3=1,2 [N=2,257]:
V1Q4   Why do you think this is **[IF V1Q3=2 "not"]** acceptable? **[OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]**

Based on those who think this is acceptable (N=629)

May 29-Jun 11 2018	
31	Would be effective / Help companies find customers
12	People who use social media or online services are knowingly putting information out there
6	Companies can do what they want / is a free market / is capitalism
4	Is fine as long as information can be corrected or removed
3	Is no different from a current credit score
9	Other response
3	Don't know
34	No answer

Based on those who think this is NOT acceptable (N=1628)

May 29-Jun 11 2018	
26	Violates privacy
20	Social media and other online data doesn't tell the whole story / doesn't represent person accurately
15	It is unfair or discriminatory
9	Information has no relationship to creditworthiness
5	No way to correct or influence score
8	Other response
1	Don't know
23	No answer

ASK IF V1=2 [N=2,315]:
V2Q1   Next, please think about the following situation…

Companies have developed automated programs to calculate a new type of criminal risk score for people in prison who may qualify for parole. These programs collect information from many sources about a person's past behavior and personal characteristics. They then compare this data to others who have been convicted of crimes, and assign a score that helps decide whether someone should be released on parole or not.

How FAIR do you think this type of program would be to people in parole hearings?

May 29-
Jun 11
<u>2018</u>

10	Very fair
41	Somewhat fair
32	Not very fair
17	Not fair at all
1	No Answer

ASK IF V1=2 [N=2,315]:

V2Q2   How EFFECTIVE do you think this type of program would be at identifying people who are deserving of parole from prison?

May 29-
Jun 11
<u>2018</u>

8	Very effective
40	Somewhat effective
36	Not very effective
15	Not effective at all
1	No Answer

ASK IF V1=2 [N=2,315]:

V2Q3   Do you think it is acceptable or not for the criminal justice system to use this type of program?

May 29-
Jun 11
<u>2018</u>

42	Acceptable
56	Not acceptable
2	No Answer

ASK IF V2Q3=1,2 [N=2,268]:

V2Q4   Why do you think this is **[IF V2Q3=2** "not"**]** acceptable? **[OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]**

Based on those who think this is acceptable (N=955)

May 29-
Jun 11
<u>2018</u>

16	Would be effective / Good to have more information
13	Should be used as tool, but not only factor
10	Would be fair/unbiased
9	Current system is bad / Can only improve on current system / People deserve second chance
6	Any tool to identify repeat offenders is good / Need to protect public
2	People can change / Algorithm might not have current info
1	Needs to be human involvement
1	Unfair / Could result in bias or profiling
16	Other response

2	Don't know
28	No answer

Based on those who think this is NOT acceptable (N=1313)

May 29-
Jun 11
2018

26	Every individual or circumstance is different
25	People can change / Algorithm might not have current info
12	Needs to be human involvement
9	Unfair / Could result in bias or profiling
4	Violates privacy
2	Should be used as tool, but not only factor
1	Would be fair/unbiased
10	Other response
2	Don't know
20	No answer

[RANDOMLY ASSIGN PARTICIPANTS TO RECEIVE ONE OF THE FOLLOWING TWO VIGNETTES (V2=3 OR V2=4)]

ASK IF V2=3 [N=2,320]:
V3Q1   Next, please think about the following situation…

In an effort to improve the hiring process, some companies are now recording interviews with job candidates. These videos are analyzed by a computer, which matches the characteristics and behavior of candidates with traits shared by successful employees. Candidates are then given an automated score that helps the firm decide whether or not they might be a good hire.

How FAIR do you think this type of program would be to people applying for jobs?

May 29-
Jun 11
2018

6	Very fair
27	Somewhat fair
39	Not very fair
27	Not fair at all
1	No Answer

ASK IF V2=3 [N=2,320]:
V3Q2   How EFFECTIVE do you think this type of program would be at identifying good job candidates?

May 29-
Jun 11
2018

6	Very effective
33	Somewhat effective
38	Not very effective
21	Not effective at all
2	No Answer

ASK IF V2=3 [N=2,320]:
V3Q3   Do you think it is acceptable or not for companies to use this type of program when hiring job candidates?

May 29-
Jun 11
<u>2018</u>
32   Acceptable
67   Not acceptable
1   No Answer

ASK IF V3Q3=1,2 [N=2,296]:
V3Q4   Why do you think this is **[IF V3Q3=2** "not"**]** acceptable? **[OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]**

Based on those who think this is acceptable (N=764)

May 29-
Jun 11
<u>2018</u>

17   Companies can hire however they want
16   It's just another data point in the interview process
9   Would be more objective
4   Is acceptable with candidate knowledge / consent
2   Humans should be evaluated by humans
1   It would not work / flawed
1   Is not fair
22   Other response
<1   Don't know
31   No answer

Based on those who think this is NOT acceptable (N=1532)

May 29-
Jun 11
<u>2018</u>
20   It would not work / flawed
16   Humans should be evaluated by humans
14   Is not fair
13   Not everyone interviews well
1   Is weird/uncomfortable
1   Is acceptable with candidate knowledge / consent
11   Other response
<1   Don't know
25   No answer

ASK IF V2=4 [N=2,274]:
V4Q1   Next, please think about the following situation…

In an effort to improve the hiring process, some companies are now using computers to screen resumes. The computer assigns each candidate an automated score based on the content of their resume, and how it compares with resumes of employees who have been successful. Only resumes that meet a certain score are sent to a hiring manager for further review.

How FAIR do you think this type of program would be to people applying for jobs?

May 29-
Jun 11
2018
8   Very fair
35   Somewhat fair
34   Not very fair
23   Not fair at all
1   No Answer

ASK IF V2=4 [N=2,274]:
V4Q2   How EFFECTIVE do you think this type of program would be at identifying good job candidates?

May 29-
Jun 11
2018
8   Very effective
39   Somewhat effective
34   Not very effective
18   Not effective at all
1   No Answer

ASK IF V2=4 [N=2,274]:
V4Q3   Do you think it is acceptable or not for companies to use this type of program when hiring job candidates?

May 29-
Jun 11
2018
41   Acceptable
57   Not acceptable
2   No Answer

ASK IF V4Q3=1,2 [N=2,240]:
V4Q4   Why do you think this is **[IF V4Q3=2 "not"]** acceptable? **[OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]**

Based on those who think this is acceptable (N=971)

May 29-
Jun 11
<u>2018</u>

19	Algorithms may/will be more accurate
19	Saves companies time with large numbers of applicants
16	Companies can hire however they want
6	Takes human element away from hiring process/ computers can't judge character
5	Would remove bias
5	Algorithms are OK as long as it's not the entire process
4	Is not fair / May not get best person
2	Resumes are bad / Good employees can write bad resumes / System can be gamed
13	Other response
<1	Don't know
25	No answer

Based on those who think this is NOT acceptable (N=1269)

May 29-
Jun 11
<u>2018</u>

36	Takes human element away from hiring process/ computers can't judge character
23	Is not fair / May not get best person
16	Resumes are bad / Good employees can write bad resumes / System can be gamed
1	Algorithms may/will be more accurate
9	Other response
1	Don't know
25	No answer