Welcome

You are invited to share your thoughts about Facebook on this confidential survey. Your answers will advance our understanding of important issues.

Please click the arrow to begin.

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Filter

In the last three months, how often have you posted to Facebook? If you post with an account which is not your personal account, please include that in your answer.
These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Informed consent

To continue, please give your permission at the bottom of this page. You may first wish to review the following questions and answers about the study.

Why am I being invited to take part in a research study?

We invite you to take part in this research study because you are an adult Facebook user who lives in the USA.

What should I know about this research study?

- Whether or not you take part is up to you.
• You can choose not to take part.

• You can agree to take part and later change your mind.

• Your decision will not be held against you.

• You can ask all the questions you want before you decide.

• If you complete the study, we will pay you $0.91.

Why is this research being done?

We do not clearly understand some of people’s feelings about social media platforms. These feelings are increasingly important as these platforms play an ever greater role in social and political life.

If I agree to participate, what will I need to do and how long will it take?

You will be asked to complete a multiple choice survey about your knowledge of and opinions of Facebook’s policies for handling content posted by users. We expect that the survey will take 7.5 minutes.

How will I be compensated for participating in this study?

If you complete the survey, we will pay you $0.91. There are no further benefits to you from your taking part in this research.

Is there any way being in this study could be bad for me?

No. There are no significant risks associated with this study.

What happens if I do not want to be in this research?

Participation in this research is completely voluntary. There are no consequences for deciding not to participate. You can leave the research at any time and it will not be held against you.
What happens to the information collected for the research?

The data collected is confidential. The only potentially identifiable information researchers will have access to is your computer’s IP address (a technical number used by your computer to access the internet), which researchers will delete the first time they access the data. Data will be stored in a secure and encrypted online storage facility and loaded on to researchers’ password-protected computers for analysis.

You will not be identified in any reports or publications resulting from this study. Please note that administrative personnel involved in processing your payment for participation will be aware of your identity, but will not have access to the data you provide in the survey.

Information collected during the study could be used for future research studies or distributed to another investigator for future research studies without your additional informed consent. You will still never be identified.

How many people will be studied?

We expect about 500 people to participate in this study.

Who can I talk to?

If you have questions, concerns, or complaints, or think the research has hurt you, talk to the principal investigator, Zakkai Kauffman-Rogoff at zk96@georgetown.edu or (202) 489-6887.

This research has been reviewed and approved by an Institutional Review Board (“IRB”). You may talk to them at (202) 687-1506 or irboard@georgetown.edu if:

- Your questions, concerns, or complaints are not being answered by the research team.
• You cannot reach the research team.
• You want to talk to someone besides the research team.
• You have questions about your rights as a research subject.
• You want to get information or provide input about this research.

☐ I consent to participate in this study
☐ I do not consent to participate in this study

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Knowledge Intro

Thank you. The next few questions check your knowledge. If you don't know an answer, please select "I don't know" instead of guessing.

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks
Knowledge

In the context of social media, what is "content moderation?"

- Taking down posts and accounts
- Recommending content that users may like
- Advertising to users
- I don’t know

Does Facebook use artificial intelligence or human staff to moderate content?

- It uses human staff
- It uses artificial intelligence
- It uses both artificial intelligence and human staff
- I don’t know

Which has the most users in the US?

- Instagram
- Pinterest
- Facebook
- Snapchat
- Twitter
- I don’t know
These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Initial Feelings Intro

Thank you for your responses. Next, we'll ask you some questions about your thoughts and feelings towards Facebook.

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Initial Feelings

Please mark how much you agree or disagree with this statement:
"I am concerned about Facebook not taking down posts or accounts that should be taken down."

- strongly agree
- somewhat agree
- slightly agree
- neither agree nor disagree
- slightly disagree
- somewhat disagree
- strongly disagree
- don't know whether to agree or disagree

Please mark how much you agree or disagree with this statement:

"I am concerned about Facebook taking down posts or accounts that should stay up."

- strongly agree
- somewhat agree
- slightly agree
- neither agree nor disagree
- slightly disagree
- somewhat disagree
- strongly disagree
- don't know whether to agree or disagree
Please mark how much you agree or disagree with this statement:

"Facebook has a responsibility to take down some types of posts and accounts."

○ strongly agree
○ somewhat agree
○ slightly agree
○ neither agree nor disagree
○ slightly disagree
○ somewhat disagree
○ strongly disagree
○ don't know whether to agree or disagree

How good are you at using Facebook, compared to other users?

○ Much worse than other users
○ Somewhat worse than other users
○ Slightly worse than other users
○ The same as other users
○ Slightly better than other users
○ Moderately better than other users
○ Much better than other users
○ I don’t know

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Expanded Right to Review of Decisions

Imagine reading about this change to Facebook's policies:

From now on, whenever Facebook takes down a post or account, it will give the owner of the post or account an opportunity to have the decision reviewed. The reviewer will make sure that what was taken down actually violated Facebook's rules and put it back up if it turns out it did not violate the rules. Until now, Facebook only sometimes allowed people to request reviews of these decisions.

Earlier you said you $\{q://QID7/ChoiceGroup/SelectedChoices\}$ with the statement "I am concerned about Facebook taking down posts or accounts that should stay up."

Would reading about this change to Facebook's policies increase or decrease how concerned you are?

- Greatly increase my concern
- Moderately increase my concern
- Slightly increase my concern
- Would not change my concern
In general, would you support or oppose this change to Facebook's policies?

- Slightly decrease my concern
- Moderately decrease my concern
- Greatly decrease my concern
- I don't know

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Increased Transparency

Imagine reading about this change to Facebook's policies:
Facebook is now including more detail in its periodic transparency reports. The reports already included the combined number of posts and accounts taken down in a time period, categorized by which of Facebook’s rules they violated. The reports now count posts and accounts separately and say how many times Facebook took down something by mistake.

Earlier you said you ${q://QID7/ChoiceGroup/SelectedChoices}$ with the statement "I am concerned about Facebook taking down posts or accounts that should stay up."

Would reading about this change to Facebook's policies increase or decrease how concerned you are?

- [ ] Greatly increase my concern
- [ ] Moderately increase my concern
- [ ] Slightly increase my concern
- [ ] Would not change my concern
- [ ] Slightly decrease my concern
- [ ] Moderately decrease my concern
- [ ] Greatly decrease my concern
- [ ] I don't know

In general, would you support or oppose this change to Facebook's policies?
Strongly support
Moderately support
Slightly support
Neither support nor oppose
Slightly oppose
Moderately oppose
Strongly oppose
I don't know

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Expanded Right to Explanation of Decisions

Imagine reading about this change to Facebook's policies:

From now on, whenever Facebook takes down a post or account, it will explain to the owner of the post or account why it did so. The explanation will say which of Facebook’s rules the post or account violated and which part of the post or account violated the rule. Until now, Facebook only sometimes explained why posts and accounts were taken down.
Earlier you said you with the statement "I am concerned about Facebook taking down posts or accounts that should stay up."

Would reading about this change to Facebook's policies increase or decrease how concerned you are?

- Greatly increase my concern
- Moderately increase my concern
- Slightly increase my concern
- Not change my concern
- Slightly decrease my concern
- Moderately decrease my concern
- Greatly decrease my concern
- I don't know

In general, would you support or oppose this change to Facebook's policies?

- Strongly support
- Moderately support
- Slightly support
- Neither support nor oppose
- Slightly oppose
- Moderately oppose
- Strongly oppose
- I don't know
These page timer metrics will not be displayed to the recipient.

First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Independent Oversight Board

Imagine reading about this change to Facebook's policies:

Facebook created an independent group of experts who supervise the company when it takes down posts or accounts. If the group of experts decides that Facebook took down something that was not actually against its own rules, Facebook will put it back up. The group's mission statement says it is accountable to the users of Facebook, not the company.

Earlier you said you ${q://QID7/ChoiceGroup/SelectedChoices} with the statement "I am concerned about Facebook taking down posts or accounts that should stay up."

Would reading about this change to Facebook's policies increase or decrease how concerned you are?

☐ Greatly increase my concern
Moderately increase my concern
Slightly increase my concern
Not change my concern
Slightly decrease my concern
Moderately decrease my concern
Greatly decrease my concern
I don't know

In general, would you support or oppose this change to Facebook's policies?

Strongly support
Moderately support
Slightly support
Neither support nor oppose
Slightly oppose
Moderately oppose
Strongly oppose
I don't know

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Government Inspection
Imagine reading about this change to Facebook's policies:

Facebook is allowing experts from the US government to inspect the way it decides when to take down posts and accounts. The experts will have access to many of Facebook’s internal policies and meetings for six months. After this, they will make recommendations to Facebook.

Earlier you said you ${q://QID7/ChoiceGroup/SelectedChoices}$ with the statement "I am concerned about Facebook taking down posts or accounts that should stay up."

Would reading about this change to Facebook's policies increase or decrease how concerned you are?

- Greatly increase my concern
- Moderately increase my concern
- Slightly increase my concern
- Not change my concern
- Slightly decrease my concern
- Moderately decrease my concern
- Greatly decrease my concern
- I don’t know
In general, would you support or oppose this change to Facebook's policies?

- Strongly support
- Moderately support
- Slightly support
- Neither support nor oppose
- Slightly oppose
- Moderately oppose
- Strongly oppose
- I don't know

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Attention Check

Imagine reading about this change to Facebook's policies:

From now on, whenever Facebook takes down a post or account, it will give the owner of the post or account an opportunity to have the decision reviewed by an independent non-profit. Do NOT select an answer for the two questions on this page; they are only here to
make sure you are reading. The nonprofit would consist of experienced journalists.

Earlier you said you with the statement "I am concerned about Facebook taking down posts or accounts that should stay up."

Would reading about this change to Facebook's policies increase or decrease how concerned you are?

- Greatly increase my concern
- Moderately increase my concern
- Slightly increase my concern
- Would not change my concern
- Slightly decrease my concern
- Moderately decrease my concern
- Greatly decrease my concern
- I don't know

In general, would you support or oppose this change to Facebook's policies?

- Strongly support
- Moderately support
- Slightly support
- Neither support nor oppose
- Slightly oppose
These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Safeguards Combination Questions

Below is a list of the changes to Facebook's policies which you have already considered. If you could have Facebook make up to three of these changes, which would they be?

☐ Expanded Right to Explanation of Decisions
From now on, whenever Facebook takes down a post or account, it will explain to the owner of the post or account why it did so. The explanation will say which of Facebook’s rules the post or account violated and which part of the post or account violated the rule. Until now, Facebook only sometimes explained why posts and accounts were taken down.

☐ Government Inspection
Facebook is allowing experts from the US government to inspect the way it decides when to take down posts and accounts. The experts will have access to many of Facebook’s internal policies and meetings for six months. After this, they will make recommendations to Facebook.
Independent Oversight Board
Facebook created an independent group of experts who supervise the company when it takes down posts or accounts. If the group of experts decides that Facebook took down something that was not actually against its own rules, Facebook will put it back up. The group's mission statement says it is accountable to the users of Facebook, not the company.

Expanded Right to Review of Decisions
From now on, whenever Facebook takes down a post or account, it will give the owner of the post or account an opportunity to have the decision reviewed. The reviewer will make sure that what was taken down actually violated Facebook's rules and put it back up if it turns out it did not violate the rules. Until now, Facebook only sometimes allowed people to request reviews of these decisions.

Increased Transparency
Facebook is now including more detail in its periodic transparency reports. The reports already included the combined number of posts and accounts taken down in a time period, categorized by which of Facebook’s rules they violated. The reports now count posts and accounts separately and say how many times Facebook took down something by mistake.

Earlier you said you ${q://QID7/ChoiceGroup/SelectedChoices} with the statement "I am concerned about Facebook taking down posts or accounts that should stay up."

If Facebook made all the changes you selected in the previous question, would that increase or decrease how concerned you are?

- Greatly increase my concern
- Moderately increase my concern
- Slightly increase my concern
- Not change my concern
- Slightly decrease my concern
These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Oversight Board Detail Question

One of the options we showed you is already happening: Facebook is creating an independent group of experts to supervise the company when it takes down posts or accounts. If the group decides Facebook took down something that was not against its own rules, Facebook will put it back up.

Facebook has also said the group of experts will follow a public, official list of values such as “voice, safety, equity, dignity, equality and privacy.” Please mark how much you agree or disagree with this statement:

"Having the group of experts supervise how Facebook enforces its own rules is not enough. The group should also be able to
change Facebook's rules about what can be posted on the platform if they decide the rules themselves go against the group of experts' official values."

〇 Strongly agree 〇 Somewhat agree 〇 Slightly agree 〇 Neither agree nor disagree 〇 Slightly disagree 〇 Somewhat disagree 〇 Strongly disagree

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Personal History and Demographics Intro

Thank you for your responses. The last section will ask you more about yourself, to help us understand your answers.

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Personal History

Has Facebook has ever done any of these things to your personal account or an account you manage?

- Taken down posts you put up
- Suspended your ability to post or to do some other action on Facebook
- Banned you from Facebook temporarily or permanently

☐ Yes  ☐ No

In the last three months, have you used Facebook as part of a paid job? This might include posting with an organization's account, buying advertisements, or other ways of using Facebook.

☐ Yes  ☐ No
Have you ever been paid to do any of these tasks?

- Deciding what to take down or leave up on an online platform.
- Marking whether images, text, or videos fall into predetermined categories (such as "violent content").

☐ Yes
☐ No

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks

Demographics

What year were you born?

What is the highest level of school you have completed?
Less than high school degree
High school graduate (high school diploma or equivalent including GED)
Some college but no degree
Associate degree in college (2-year)
Bachelor's degree in college (4-year)
Master's degree
Doctoral degree
Professional degree (JD, MD)

What race are you? Please choose one or more.

- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Black or African American
- White
- Other

Does one or more of these words describe you: Hispanic, Latino, Spanish?

- Yes
- No

What is your gender?
How would you describe your political views?

- Very liberal or left wing
- Somewhat liberal or left wing
- Slightly liberal or left wing
- In the middle
- Slightly conservative or right wing
- Somewhat conservative or right wing
- Very conservative or right wing
- None of these options describes me

What was your entire household income in 2018 before taxes? If you live with others but do not share finances with them, please use your own personal income.

- Less than $10,000
- $10,000 to $19,999
- $20,000 to $29,999
- $30,000 to $39,999
- $40,000 to $49,999
- $50,000 to $59,999
- $60,000 to $69,999
- $70,000 to $79,999
- $80,000 to $89,999
Which of the following best describes your sexual orientation?

- Bisexual
- Homosexual (gay)
- Heterosexual (straight)
- Other
- Prefer not to say

These page timer metrics will not be displayed to the recipient.
First Click: 0 seconds
Last Click: 0 seconds
Page Submit: 0 seconds
Click Count: 0 clicks