APPENDIX B  Pretest (Treatment and Control)

For each of the following questions, please CIRCLE or FILL IN the response, as appropriate:

1. During a typical week, how many days do you watch, read, or listen to local OR national OR international news on the Internet, not including sports?
   0. None
   1. One day
   2. Two days
   3. Three days
   4. Four days
   5. Five days
   6. Six days
   7. Seven days

2. Do you have social media accounts?
   1. Yes
   2. No
   IF YES, PROCEED TO Question 3.  IF NO, PROCEED TO Question 4.

3. Please indicate which social media you use on a weekly basis by CIRCLING the appropriate answer(s).  CIRCLE more than one if you use more than one.
   1. Facebook
   2. Twitter
   3. Instagram
   4. Vine
   5. Pinterest
   6. LinkedIn
   7. Other (please specify here ________________________________)
   8. I don’t use any social media

Please enter the last 5 digits of your phone number:

___  ___  ___  ___  ____
If you answered 1-7 on Question 3, proceed to Question 4. If you answered 8 on Question 3, proceed to Question 5.

4. Approximately how long have you been using any form of social media?
   1. 1-6 months
   2. 7-12 months
   3. 1-2 years
   4. 3-4 years
   5. Longer than 4 years

5. For the following series of statements, please write a capital R or a capital D next to each one. D = “Democratic” and R = “Republican” and would indicate which party is generally more supportive of each statement:
   1. Reducing the size of the federal government _____
   2. Oil drilling in Artic Wildlife refuge _____
   3. Expanding the rights of gays and lesbians _____
   4. Raising taxes on higher-income people _____
   5. Restricting access to abortion _____
   6. Reducing the defense budget _____

6. Do you generally consider yourself to be a Democrat, a Republican, an Independent, or what?
   1. Democrat
   2. Republican
   3. Independent
   4. Other (specify) __________________

7. Here is a 7 point scale on which the political views that people might hold are arranged from extremely liberal to extremely conservative. Where would you place yourself on this scale?

   1. Extremely liberal
   2. Liberal
   3. Somewhat liberal
   4. Neither liberal nor conservative
8. Below is a list of politicians. Please indicate their political identification (D = “Dem” and R = “Rep”).
   1. Nancy Pelosi _______________
   2. John Boehner _______________
   3. Abraham Lincoln _______________
   4. Franklin Delano Roosevelt _______________
   5. John F. Kennedy _______________
   6. Bill Clinton _______________
   7. Ronald Reagan _______________

9. My correct age is: _________

10. Please indicate what you consider your racial background to be. We greatly appreciate your effort to describe your background using the standard categories provided.

Please CIRCLE one or more categories below to indicate what race(s) you consider yourself to be.

1. White
2. Black or African American
3. American Indian or Alaska Native
4. Asian Indian
5. Chinese
6. Filipino
7. Japanese
8. Korean
9. Vietnamese
10. Other Asian
11. Native Hawaiian
12. Guamanian or Chamorro
13. Samoan
14. Other Pacific Islander
15. Some other race (Write here _______________)
11. This is about Hispanic ethnicity. Are you of Spanish, Hispanic, or Latino descent? Please CIRCLE the correct answer that best describes your ethnicity.
   1. No, I am not
   2. Yes, Mexican, Mexican-American
   3. Chicano
   4. Yes, Puerto Rican
   5. Yes, Cuban
   6. Yes, Central American
   7. Yes, South American
   8. Yes, Caribbean
   9. Yes, Other Spanish/Hispanic/Latino
12. What is the highest level of school you have completed?
   1. Some college, no degree
   2. Associate degree
   3. Bachelor’s degree
   4. Master’s degree
   5. Professional or Doctorate degree

13. Do you consider yourself a… (circle one)
   1. Freshman
   2. Sophomore
   3. Junior
   4. Senior
   5. Other

14. What is your major or majors?

15. If you have a minor (or minors), please indicate it (or them).

16. Please indicate your gender
   1. Male
   2. Female

17. Please indicate the extent to which you agree with the following statements. Circle the number that best corresponds with your opinion.

<table>
<thead>
<tr>
<th>Statement:</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither agree or disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am interested about what is going on in politics and government</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Statement</td>
<td>Strongly Agree</td>
<td>Agree</td>
<td>Neither agree or disagree</td>
<td>Disagree</td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>----------------</td>
<td>-------</td>
<td>----------------------------</td>
<td>----------</td>
<td>-------------------</td>
</tr>
<tr>
<td>I regularly follow what's going on in politics and government.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Sometimes politics and government seem so complicated that a person like</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>me can't really understand what's going on.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People like me don't have any say about what the government does.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Public officials don't care much what people like me think.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

18. How often do you discuss politics and public affairs with others in person, by phone call, or by letter? Circle the number that corresponds with your answer.

<table>
<thead>
<tr>
<th>Every day</th>
<th>At Least Once a Week</th>
<th>At Least Once a Month</th>
<th>Less Than Once a Month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

19. How often do you discuss politics and public affairs with others ONLINE – such as by e-mail, on a social networking site or by text message? Circle the number that corresponds with your answer.

<table>
<thead>
<tr>
<th>Every day</th>
<th>At Least Once a Week</th>
<th>At Least Once a Month</th>
<th>Less Than Once a Month</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

20. Here’s a list of activities some people might do. In the past 12 months, have you... ? Circle YES or NO for each activity.
1. Attended a political rally or speech  
   - Yes  
   - No

2. Attended an organized protest of any kind  
   - Yes  
   - No

3. Attended a political meeting on local, town or school affairs  
   - Yes  
   - No

4. Worked or volunteered for a political party or candidate  
   - Yes  
   - No

5. Been an active member of any group that tries to influence public policy or government, not including a political party  
   - Yes  
   - No

6. Worked with fellow citizens to solve a problem in your community  
   - Yes  
   - No

7. Signed a paper petition  
   - Yes  
   - No

8. Called into a live radio or TV show to express an opinion  
   - Yes  
   - No

9. Contacted a national, state or local government official in PERSON, by phone call or by letter about an issue that is important to you  
   - Yes  
   - No

21. Now, here is another list of activities some people do and others do not. In the past 12 months, have you...?  

1. Contacted a national, state or local government official ONLINE, by email or by text message about an issue that is important to you  
   - Yes  
   - No

2. Signed a petition ONLINE  
   - Yes  
   - No

3. Sent a “letter to the editor” to a newspaper or magazine ONLINE, by email or by text message  
   - Yes  
   - No

4. Commented on an online news story or blog post to express an opinion about a political or social issue  
   - Yes  
   - No

5. Posted PICTURES or VIDEO online related to a political or social issue  
   - Yes  
   - No

6. Sent text messages to others about a political or social issue  
   - Yes  
   - No
22. Do you use Twitter? (circle answer)  
   Yes  No
   If you answered Yes, proceed to question 23; if No, proceed to question 24.

23. If "yes", which of the following characterizes the way(s) that you use Twitter?  
   Circle Yes or No for each activity.

   1. Follow news updates and the original tweets of others regarding politics or social issues  
      Yes  No

   2. Follow elected officials, candidates for office, or other political figures  
      Yes  No

   3. Follow news updates and the original tweets regarding entertainment (e.g., sports, celebrities, popular culture, etc.)  
      Yes  No

   4. Regularly post my own original tweets  
      Yes  No

   5. Encourage other people to take action on a political or social issue that is important to me  
      Yes  No

   6. Repost content related to political or social issues that was originally posted by someone else  
      Yes  No
24. In the last 12 months, has there been a time when you decided to learn more about a political or social issue because of something you read on a social networking site or Twitter?

Yes  No

25. IF YES: Did you find out about that issue from…
   1. Someone you know personally
   2. Someone you don’t know personally (public figure, journalist, website, or other organization)
   3. Both

26. In the last 12 months has there been a time when you decided to take action involving a political or social issue because of something you read on these sites?

Yes  No

27. IF YES: Were you encouraged to take action by…
   1. Someone you know personally
   2. Someone you don’t know personally (public figure, journalist, website, or other organization)
   3. Both