

SUSIS Questionnaire Content

Welcome

Thank you very much for participating in this research. By answering the questions in this questionnaire, you are helping to assess the susceptibility of young people to influence by social media influencers (SMIs). It is very important to the success of this research that you provide your honest answers and opinions. Please remember there are no "right" or "wrong" answers to these questions. The only answer is whatever you truly think or feel.

Social Media Influencers (SMIs)

For the purpose of this questionnaire, Social Media Influencers are simply people on social media who spread their knowledge about a specific niche and encourage fans and followers to take action, thus establishing respect and trust (Ryan, 2014; Wielki, 2020). They are defined as having at least three of the following characteristics:

- They consider themselves experts in certain areas (such as their work, hobbies, or interests).
- They are often asked for advice about purchases in areas where they are knowledgeable.
- When they encounter a new product they like, they tend to recommend it to friends and followers.
- They have a large social network circle, a large number of followers and often refer people to one another based on their interests.
- They are active online, using blogs, social media channels, websites, e-mail, discussion groups, online community boards, etc, to connect with their peers (Double Click, 2006).

Ethics

This research is being conducted by XXXX and has already been granted ethical approval to conduct this research.

Time Commitment

This questionnaire takes approximately 15 - 30 minutes to complete.

Participant Rights

Although there are minimal risks from participation in this study, you are permitted to withdraw from the study at any time without explanation. If you have any questions that have not been answered in this information sheet, feel free to contact the researcher using the information provided below.

If participation in this study causes you any distress, your school offers a counselling service, and the school counsellor is aware that this study is taking place. Should you wish to do so, you may contact them and speak to them in confidence about any concerns or issues you have.

Participants can feel free to leave any questions blank if they want to. Once the data is analysed, participants will not be able to withdraw it, but all data will be anonymised, and individual participants will not be identifiable.

Confidentiality & Anonymity

Any data collected as part of this study is for academic research purposes only.

Your confidentiality will be respected and any data that is published arising from this study will be anonymised so that no individual participant can be identified.

For Further Information

Please contact: XXXXXX

Email: XXXXXXXX

By filling out the questionnaire, you are indicating that you have read the information sheet and have given consent to participate in this study.

*XXXX = Should be filled by the researcher

Q1.

Please answer the following questions by ticking or inserting your answer, as appropriate, in the space provided.

Full Name: _____

Sex: Male () Female () Other ()

Age: _____

In which city/town are you based? _____

What school are you at? _____

What course of study are you attending? _____

Which of the following social media channels do you visit at least once per week? Please rank them as 1 being the most visited. E.g. Instagram (1), WhatsApp (2), Twitter (3).

- | | | | |
|-----------|-----|-------------|-----|
| Instagram | () | YouTube | () |
| Facebook | () | TikTok | () |
| Twitter | () | Snapchat | () |
| WeChat | () | WhatsApp | () |
| QQ | () | Telegram | () |
| LinkedIn | () | Do not know | () |

Other (please specify) _____

How much time per day do you spend on the social media channels you visit at least once per week? Please choose only one.

- | | | | |
|---------------------|-----|---------------------|-----|
| Less than 1 hour | () | Between 1 – 2 hours | () |
| Between 2 – 3 hours | () | Between 3 – 4 hours | () |
| Between 4 – 5 hours | () | Between 5 – 6 hours | () |
| More than 6 hours | () | Do not know | () |

What is your favourite social media platform? Please choose only one.

- | | | | |
|-----------|-----|-------------|-----|
| Instagram | () | YouTube | () |
| Facebook | () | TikTok | () |
| Twitter | () | Snapchat | () |
| WeChat | () | WhatsApp | () |
| QQ | () | Telegram | () |
| LinkedIn | () | Do not know | () |

Other (please specify) _____

Q2.

To what extent do you agree with the following statements? (Please read the scale carefully and then circle the most appropriate answer on the 1-5 scale).

1	2	3	4	5
Strongly disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree



1. I follow many social media influencers 1 2 3 4 5
2. I enjoy following influencers online 1 2 3 4 5
3. The influencers that I follow suggest helpful products or brands to me 1 2 3 4 5

Q3.

Please indicate how regularly you see or receive the following kind of content from social media influencers that you follow? (Please read the scale carefully and then circle the most appropriate answer on the 1-5 scale).

1	2	3	4	5
Never	Rarely	Sometimes	Often	Always



1. Promoting products or brands 1 2 3 4 5
2. Promoting violent content 1 2 3 4 5
3. Promoting unhealthy food 1 2 3 4 5
4. Promoting an ideal body image 1 2 3 4 5
5. Promoting an unrealistic lifestyle 1 2 3 4 5
6. Promoting alcohol products or brands 1 2 3 4 5
7. Promoting alcohol intake 1 2 3 4 5
8. Promoting cigarette products or brands 1 2 3 4 5
9. Promoting cigarette smoking 1 2 3 4 5
10. Promoting sexual or pornographic content 1 2 3 4 5
11. Promoting any type of bullying 1 2 3 4 5
12. Promoting any type of abusive forms of marketing 1 2 3 4 5
13. Promoting fake news about politics 1 2 3 4 5
14. Promoting fake news 1 2 3 4 5
15. Promoting any kind of discrimination 1 2 3 4 5
16. Promoting dangerous games 1 2 3 4 5

Q4.

Please indicate your five most favourite influencers and in which social media channel you follow them.

Number	Influencers	Channel on which you prefer to see their content
1		
2		
3		
4		
5		

Q5.


Please indicate five main motives that make you follow your favourite influencers.

Number	Motives
1	
2	
3	
4	
5	

Q6.

To what extent do you agree with the following statements? (Please read the scale carefully and then circle the most appropriate answer on the 1-5 scale).

1	2	3	4	5
Strongly disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree



1. If influencers that I follow start another social media channel, I will also follow them there 1 2 3 4 5
2. Influencers seem to understand the kinds of thing I want to know 1 2 3 4 5
3. Influencers that I follow are the kind of person I would like to play or hang out with 1 2 3 4 5
4. I would purchase a brand based on the advice I am given by the influencers that I follow 1 2 3 4 5
5. I would follow brand recommendations from the influencers that I follow 1 2 3 4 5
6. In the future, I will purchase the products of brands recommended by the influencers that I follow 1 2 3 4 5

Thank you for taking the time to complete this questionnaire!