

Questionnaire

Do users in India, Kenya and Ghana react differently to problematic content?

Section – A: About the Questionnaire

Consumer Unity & Trust Society (CUTS), West Africa Resource Centre, Accra (cuts-accra.org) is a global, independent non-profit consumer group. This survey being conducted by CUTS endeavours to engage with consumers in India, Kenya and Ghana, to gauge their awareness, exposure and reaction to problematic content on social media platforms. The following objectives will be met through the survey:

- Check if exposure to problematic content on social media causes harm to users; and
- Understand users' perspective towards problematic content.

The data/information shared by you for the survey will be kept confidential and will not be shared with third parties or used inappropriately by us. For more information, please feel free to contact Appiah Kusi Adomako, West Africa Regional Director, CUTS International, Accra (apa@cuts.org).

The questionnaire has a total of **25** questions. Answering each of them is mandatory to qualify your response as a complete and valid response to the questionnaire.

Q1 Since when have you been using social media services, such as Facebook, Twitter, Instagram, WhatsApp etc.? (Qualifying question)

- Do not use social media services (Questionnaire ends. Not to be counted as a valid response.)
- Less than 2 years
- Between 2 to 5 years
- Between 5 to 8 years
- 8 years or more

Q2 Which of the following social media platforms do you use?

- Facebook
- WhatsApp
- Instagram
- LinkedIn
- Twitter
- Telegram
- Others (please specify _____)

Q3 Approximately, on an average, how much time do you spend on social media platforms daily?

- Less than 30 minutes
- Between 30 to 60 minutes
- Between 1 hour to 1 hour 30 minutes
- Between 1 hour 30 minutes to 2 hours
- Between 2 hours to 2 hours 30 minutes
- Between 2 hours 30 minutes to 3 hours
- More than 3 hours

Section – B: Respondents Exposure & Reaction to Problematic Content

Q4 For which of the below purposes do you use different social media platforms?

Multiple choice question.

- View news & current developments
- View updates and happenings of people in your network
- Follow political and religious issues
- Follow areas of your interest
- Share your opinions or news on political and religious issues
- Share your personal updates, happenings, achievements and areas of interest with people in your network
- Other (please specify)

Q5 How often do you see the following kinds of problematic content on social media platforms?

Kinds of Content	Have not seen	Almost everyday	At least once a week	At least once a month	Few times in a year
Hateful content based on political or religious affiliation, such as those abusing or threatening a politician or a political party, religious figure or a religion/ caste					
Unverified information on historic events, or rumours on local crimes, or unfounded opinions against a person(s) etc.					
Sensational content pertaining to an event or person(s), such as miracle cures for Covid, hype towards any possible occurrence(s)					
Attractive yet suspicious deals/offers, such as for shopping, free gifts, job opportunities, government benefits, availing loans etc.					

Q6 How often do you make an attempt to verify the accuracy of different kinds of problematic content you see online?

Kinds of Content	Never	Almost everyday	At least once a week	At least once a month	Few times in a year
Hateful content based on political or religious					

affiliation, such as those abusing or threatening a politician or a political party, religious figure or a religion/ caste					
Unverified information on historic events, or rumours on local crimes, or unfounded opinions against a person(s) etc.					
Sensational content pertaining to an event or person(s), such as miracle cures for Covid, hype towards any possible occurrence(s)					
Attractive yet suspicious deals/offers, such as for shopping, free gifts, job opportunities, government benefits, availing loans etc.					

Q7 In which format(s) do you usually see the following kinds of problematic content on social media platforms? Multiple choice for each row.

Kinds of Content	Meme or Image	Audio-Video File	Text	Web-link
Hateful content based on political or religious affiliation, such as those abusing or threatening a politician or a political party, religious figure or a religion/ caste				
Unverified information on historic events, or rumours on local crimes, or unfounded opinions against a person(s) etc.				
Sensational content pertaining to an event or person(s), such as miracle cures for Covid, hype towards any possible occurrence(s)				
Attractive yet suspicious deals/offers, such as for shopping, free gifts, job opportunities, government benefits, availing loans etc.				

Q8 What is your usual first reaction when you see the following kinds of problematic content?

Kinds of Content	Ignored it	Tempted to trust it	Suspicious for genuineness and accuracy but not wanting to verify it	Eager for verification	Felt like sharing such content with others
Hateful content based on political or religious affiliation, such as those abusing or threatening a politician or a political party, religious figure or a religion/ caste					
Unverified information on historic events, or rumours on local crimes, or unfounded opinions against a person(s) etc.					
Sensational content pertaining to an event or person(s), such as miracle cures for Covid, hype towards any possible occurrence(s)					
Attractive yet suspicious deals/offers, such as for shopping, free gifts, job opportunities, government benefits, availing loans etc.					

Q9 Which of the factors mentioned below, do you consider while deciding whether to trust or not the content you see online? Multiple choice question.

- Use of official seals in the content
- Form of content, i.e., video, text, image/meme
- Availability of similar content in different posts
- Who posted the content: like private blog, news agency, friends or family, big business entity, popular personality etc.
- Grammar, spellings and quality of writing, graphics, pictures or illustrations
- The content aligns with your beliefs
- None of the above
- Other

Q10 Please indicate if you usually trust the following online sources of content (based on who posted it).

Source of Content	Yes/No
Private blog	
News agency	
Friends or family	
Big business entity	
Popular personality	
Government	

Q11 Please indicate if you usually trust the following forms of content you see online.

Form of Content	Yes/No
Meme or image	
Audio-Video File	
Text	
Web links	

Q12 Which of the following methods do you use to verify the veracity of the content you see online? Multiple choice question.

- Not Applicable i.e. have not seen such content
- Trust own instinct or gut feeling
- Search the content elsewhere on the internet
- Validate through fact checking platforms
- Speak with friends and family about it
- Cross-check with traditional news services
- Others

Q13 What do you usually do with the below kinds of problematic content? (Single Choice Question)

Kinds of Content	Ignore it	Like/comment/share in favour of it	Comment against it	Report it to the service provider	Try to verify the accuracy of the post	Follow steps as suggested in the post
Hateful content based on political or religious affiliation, such as those abusing or threatening a politician or a political party, religious figure or a religion/ caste						
Unverified information on historic events, or rumours on local crimes, or unfounded opinions against a person(s) etc.						
Sensational content pertaining to an event or person(s), such as miracle cures for Covid, hype towards any possible occurrence(s)						
Attractive yet suspicious deals/offers, such as for shopping, free gifts, job opportunities, government benefits, availing loans etc.						

Section – C: Harm suffered by respondents due to online problematic content

Q14 What kinds of harm have YOU suffered ONLINE due to exposure or interaction (like, commenting and sharing online) with problematic content online? Multiple choice question.

- Online hate and bullying
- Threatened of offline harm
- Online harassment and trolling
- Arguments with people online, over difference of opinions
- Hacking of social media or bank or other online accounts
- No harm suffered
- Others (please specify _____)

Q15 What kinds of harm have YOU suffered OFFLINE, due to exposure to problematic content ONLINE? Multiple choice question.

- Offline intimidation, fights or physical harms
- Emotional or psychological harm
- Financially duped or defrauded
- Delay in seeking professional medical advice
- Arguments with friends and family offline, over difference in political or religious affiliation
- Developing hatred towards any person(s) based on political or religious affiliation
- No harm suffered
- Others (please specify _____)

Q16 Please explain the harm suffered by you, in your own words.

Section – D: Awareness of respondents about online problematic content

Q17 Who do you think should be held responsible for curbing the spread of problematic content online? (Multiple Choice Question)

- Social Media Service Providers
- Government
- Independent Regulatory Agency
- Users of social media themselves
- Law Enforcement Agencies

Q18 Are you aware that recently, there have been global calls for holding major social media providers accountable for curbing the spread of problematic content online?

- Yes
- No

Section – E: Respondent Profile

Q19 Which city/town/village do you belong to? (Pre-determined)

Q20 Which kind of area do you belong to?

- Urban

- **Peri-urban**
- **Rural**

Q21 What is your age? (Completed years)

Q22 Please specify your gender

- Male
- Female
- Third Gender

Q23 What is your level of education?

- Literate without formal schooling
- Completed School
- Graduate
- Post Graduate & Above

Q24 What is your employment status?

- Employed, including self-employed
- Student
- Homemaker
- Unemployed
- Retired

Q25 What is your PERSONAL ANNUAL income?

- Not applicable
- Under GHC 6,000
- Between GHC 6,000 to 12, 000
- Between GHC 12, 000 to 18, 000
- Between GHC18,000 to 24,000
- More than GHC 24,000
- Do not wish to specify

Q26 Which religion do you belong to?

- Christianity
- Islam
- Traditional religion
- Others (please mention) _____
- Do not wish to specify