Topline

**2023 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 127 INTERNET TOPLINE
MAY 15-21, 2023
N=5,101**

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED OR ARE BEING HELD FOR FUTURE RELEASE.

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

	Sample size	**Margin of error at 95% confidence level**
U.S. adults	5,101	+/- 1.7 percentage points

DISPLAY TO ALL:
We are interested in what people know off the top of their head about some topics. You may find some of these questions easy and others difficult. (If you don't know the answer, select "Not sure.") As far as you know…

[RANDOMIZE QUESTION ORDER DKQ1 – DKQ10]

ASK ALL:
DKQ1   As of April 2023, which of the following companies did Elon Musk run? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

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80	Tesla and Twitter {correct}
1	Uber and Snapchat
4	Twitter and Uber
1	Snapchat and Tesla
14	Not sure
*	No answer

ASK ALL:
DKQ2   If a website uses cookies, it means that the site can… **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

May 15-21, 2023
3	Protect your computer from getting viruses
8	Send you pop-up advertisements
3	Look at files saved on your computer
67	Track your visits and activity on the site {correct}
19	Not sure
*	No answer

ASK ALL:
DKQ3   What is a "deepfake"? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

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42	A seemingly real, computer-generated image, video or audio of something that did not occur {correct}
4	A text-based chatbot that tricks people into thinking that they are talking to another person
1	A system that records and protects information online
2	A program that makes it look like people are using the internet from a different location
50	Not sure
*	No answer

ASK ALL:
DKQ4   In 2021, Facebook changed its company name to… **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

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77	Meta {correct}
1	Alphabet
*	Cisco
1	Horizon
20	Not sure
*	No answer

ASK ALL:
DKQ5   Which of the following passwords is the most secure? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

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1	SportsFan1983
87	WTh!58iLf2?9zD {correct}
1	abc12.6.48
1	1234567890
10	Not sure
*	No answer

ASK ALL:
DKQ7   How do large language models, such as ChatGPT, come up with answers to questions users submit? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

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3	Randomly generate sentences that reorganize and reuse keywords found in the submitted question
9	Search the internet and summarize what the top results say on that topic
32	Create a response based on word patterns and relationships it previously learned from text pulled from the internet {correct}
4	Use a pre-written response that plugs in keywords from the question without any understanding of what was being asked
53	Not sure
*	No answer

ASK ALL:

DKQ8   Some websites and online services use a security process known as two-step or two-factor authentication. Which of the following images is an example of two-factor authentication? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

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Enter code

💬 If ▮ matches the last 4 digits of the phone number on your account, we'll send you a code.

☐ Don't ask me again on this device

Verify

48   {correct}

overlooks   inquiry

Type the two words:

ReCAPTCHA™
stop spam.
read books.

4

Please answer your security questions.

These questions help us verify your identity.

What was your childhood nickname?

answer

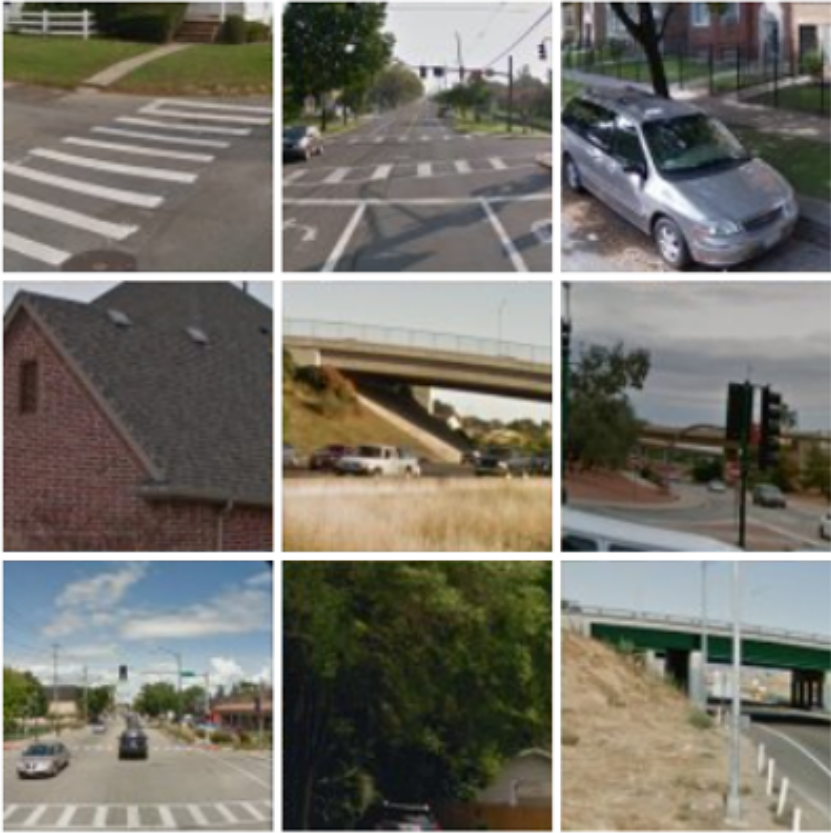What was the name of your first manager?

answer

Forgot your answers? Send reset security info email to ▮

21

14
13   Not sure
 1   No answer

ASK ALL:

DKQ9   Websites in the United States are prohibited from collecting data online from children under what age without a parent's consent? **[RANDOMIZE HALF ORDER 1-5 OR 5-1, WITH 6 ALWAYS LAST]**

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1	5
1	10
21	13 {correct}
8	16
27	18
40	Not sure
1	No answer

ASK ALL:

DKQ10   Does the United States have a national privacy law that sets common standards for what companies can do with all data their products and services collect?

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24	Yes, it does
23	No, it does not {correct}
52	Not sure
1	No answer