

Survey Questions

2014 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

WAVE 4 JUNE

TOPLINE

MAY 30-JUNE 30, 2014

TOTAL N=3,217

WEB RESPONDENTS N=2,849

MAIL RESPONDENTS N=368¹

Margin of error for all internet users is +/- 2.4 percentage points.

Note: This report is based on questions that were only asked of web respondents.

ASK ALL INTERNET USERS² [N=2,849]:

ON1. In general, how much information about you is publicly available online?

12	A lot of information about me
40	Some information about me
40	A small amount of information about me
7	No information at all about me
*	No answer

RANDOMIZE ITEMS

ASK ALL INTERNET USERS [N=2,849]:

ON3. When you think about your online experience compared with offline experiences, would you say...

	<u>Yes</u>	<u>No</u>	<u>No answer</u>
a. The online environment allows people to be more anonymous	63	36	1
b. The online environment allows people to be more critical of others	92	7	1
c. The online environment allows people to be more supportive of others	68	31	1

¹ Question wording in this topline is that from the web version of the survey. Question wording and format was adapted for the paper questionnaire delivered by mail; this questionnaire is available on request. All questions asked in both modes unless noted.

² All questions based on internet users were asked on the web mode only.

RANDOMIZE ITEMS**RANDOMIZE ORDER OF MEN/WOMEN IN QUESTION STEM WITH RESPONSE OPTIONS IN SAME ORDER****ASK ALL INTERNET USERS [N=2,849]:**

ON4. Do you think each of the online environments below are [ROTATE ORDER: more welcoming toward men, more welcoming toward women], or about the same for both?

	More welcoming toward men	More welcoming toward women	About the same for both	No answer
a. Social networking sites/apps	5	18	75	1
b. Online dating websites/apps	14	18	66	2
d. Comments section of a website	12	8	79	1
e. Online gaming	44	3	51	2
f. Online discussion sites such as Reddit	13	6	78	3

ASK ALL EMPLOYED INTERNET USERS [N=1,802]:

JOB1. In your current job, would you say you need to make information available about yourself online in order to market yourself on the internet, or is that not something you need to do for your job?

20	Yes
79	No
*	No answer/Other

AMONG ALL EMPLOYED; ASKED ON WEB MODE ONLY [N=1,802]:**JOB3. Do you work in the digital technology industry?**

17	Yes
83	No
0	No answer

RANDOMIZE ITEMS**ALL INTERNET USERS [N=2,841]:****Here are a few questions about your experiences online.****ON5. Have you ever witnessed any of the following behaviors directed at a particular person online?***(Not including something directed at you)**[Check all that apply]*

	<u>Yes</u>	Not selected/ <u>No answer</u>
a. Someone being called offensive names	60	40
b. Someone being physically threatened	24	76
c. Someone being harassed for a sustained period	25	75
d. Someone being stalked	18	82
e. Efforts to purposefully embarrass someone	53	47
NO ITEMS F OR G		
h. Someone being sexually harassed	19	81
Yes to any (NET)	73	

IF YES TO ANY IN ON5 [N=1907]:

ON6a. Can you describe what you have witnessed in your [IF ONE ITEM CHECKED ABOVE: experience/IF MORE THAN ONE ITEM: experiences] of this kind?

OPEN ENDED RESPONSES NOT SHOWN

RANDOMIZE ITEMS**ASK ALL INTERNET USERS [N=2,839]:**

ON7. Which, if any, of the following have occurred to you, personally, ONLINE?

[Check all that apply]

■	<u>Selected</u>	Not selected/ <u>No answer</u>
a. Been called offensive names	27	73
b. Been physically threatened	8	92
c. Been harassed for a sustained period	7	92
d. Been stalked	8	92
e. Had someone try to purposefully embarrass you	22	78
NO ITEMS F OR G		
h. Been sexually harassed	6	94
Yes to any (NET)	40	

IF YES TO ANY IN ON7 [N=932].

ON8. Can you describe what happened in your most recent [IF ONE ITEM CHECKED ABOVE: experience/IF MORE THAN ONE ITEM: experiences] of this kind?

OPEN ENDED RESPONSES NOT SHOWN

AMONG THOSE WHO HAVE EXPERIENCED ONLINE HARASSMENT (YES TO ANY IN ON7) [N=932]:
We're interested in understanding more about your most recent [IF YES TO ONE: experience/IF MORE THAN ONE: experiences] of this kind.

ON9. When did this occur?

8	Still occurring now
39	Within the past 12 months
53	More than 12 months ago
*	No answer

AMONG THOSE WHO HAVE EXPERIENCED ONLINE HARASSMENT (YES TO ANY IN ON7); RESPONSE OPTIONS IN ORDER SHOWN ON FORM1 AND REVERSE ORDER ON FORM 2 [N=932]:

ON10. Overall, how upsetting was this, if at all?

14	Extremely upsetting
14	Very upsetting
21	Somewhat upsetting
30	A little upsetting
22	Not at all upsetting
*	No answer

AMONG THOSE WHO HAVE EXPERIENCED ONLINE HARASSMENT (YES TO ANY IN ON7) [N=932]:**ON12. In which of the following online environments did this occur?***[Check all that apply]*

	<u>Selected</u>	Not selected/ <u>No answer</u>
a. Social networking sites/apps	66	34
b. Online dating websites/apps	6	94
NO ITEM C		
d. Comments section of a website	22	78
e. Online gaming	16	84
f. Personal email account	16	84
g. Online discussion site such as Reddit	10	90

AMONG THOSE WHO HAVE EXPERIENCED ONLINE HARASSMENT (YES TO ANY IN ON7) [N=931]:ON13. **Thinking of the person or people involved, how did you know them?***[Check all that apply.]*

	<u>Selected</u>	<u>Not selected/ No answer</u>
a. Friend	23	77
b. Family member	12	88
c. Co-worker	7	93
d. Someone you were romantically involved with	10	90
e. An acquaintance	24	76
f. A stranger/someone I had never met before	38	62
g. I don't know the real identity of the person or people	26	73

AMONG THOSE WHO HAVE EXPERIENCED ONLINE HARASSMENT (YES TO ANY IN ON7) [N=931]:ON14. **Did you do anything to respond to the behavior or did you just ignore it?**

40	Responded
60	Ignored it
*	No answer

**RANDOMIZE A-H – ITEM “I” IS ALWAYS THE LAST ITEM BEFORE “OTHER”
AMONG THOSE WHO RESPONDED TO ONLINE HARASSMENT (ON14=1) [N=380]:**

ON15. Which, if any, of the following did you do?

[Check all that apply]

	<u>Selected</u>	<u>Not selected/ No answer</u>
a. Withdrew from an online forum	10	90
b. Unfriended or blocked the person	44	56
c. Confronted the person online	47	53
d. Changed your username or deleted your profile	13	87
NO ITEM E		
f. Discussed the problem online in order to draw support for yourself	18	82
g. Reported the person responsible to the website or online service	22	78
h. Stopped attending certain offline events or places	8	92
i. Reported the problem to law enforcement	5	95
j. Other (<i>Specify</i>)	17	83

AMONG THOSE WHO TOOK SPECIFIC STEPS IN RESPONSE TO ONLINE HARASSMENT (IF YES TO ANY IN ON15) [N=368]:

ON16. Do you feel that any of the steps you took were effective at making the situation better, or not?

75	Yes
25	No
0	No answer

AMONG THOSE WHO IGNORED ONLINE HARASSMENT (ON14=2) [N=549]:

ON17. Do you feel that ignoring it was effective at making the situation better, or not?

83	Yes
17	No
0	No answer

AMONG THOSE WHO HAVE EXPERIENCED ONLINE HARASSMENT (IF YES TO ANY IN ON7) [N=930]:

ON18. Have you ever had an online experience of this kind that hurt your reputation, or haven't you had that occur?

15	Yes, have
84	No, have not
*	No answer

Methods - The American Trends Panel Surveys (ATP)

The American Trends Panel (ATP), created by the Pew Research Center, is a nationally representative panel of randomly selected U.S. adults living in households. Respondents who self-identify as internet users (representing 89% of U.S. adults) participate in the panel via monthly self-administered Web surveys, and those who do not use the internet participate via telephone or mail. The panel is being managed by Abt SRBI.

Data in this report are drawn from the web component of the June wave of the panel, conducted May 30-June 30, 2014 among 3,217 respondents (2,849 by web and 368 by mail). The margin of sampling error for the full sample of 3,217 respondents is plus or minus 2.2 percentage points. The margin of sampling error for the full sample of 3,849 internet users is plus or minus 2.4 percentage points.

The accompanying table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for selected groups discussed in the report.

Sample Size and margin of error for American Trends Panel (Wave 4)

Group	Unweighted sample size	Plus or minus...
All internet users	2,849	2.4 percentage points
Witnessed online harassment	1,907	2.9 percentage points
Experienced online harassment	932	4.1 percentage points
Men, experienced online harassment	491	5.7 percentage points
Women, experienced online harassment	441	6.0 percentage points
18-29, experienced online harassment	278	7.6 percentage points
30-49, experienced online harassment	309	7.2 percentage points
50+, experienced online harassment	341	6.8 percentage points
Online men, 18-24	127	11.2 percentage points
Online women, 18-24	139	10.7 percentage points
Responded to online harassment	380	6.5 percentage points
Ignored online harassment	549	5.4 percentage points

Source: American Trends Panel (wave 4). Survey conducted May 30-June 30, 2014.

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All current members of the American Trends Panel were originally recruited from the 2014 Political Polarization and Typology Survey, a large (n=10,013) national landline and cellphone random digit dial (RDD) survey conducted January 23rd to March 16th, 2014, in English and Spanish. At the end of that survey, respondents were invited to join the panel. The invitation was extended to all respondents who use the internet (from any location) and a random subsample of respondents who do not use the internet.³

Of the 10,013 adults interviewed, 9,809 were invited to take part in the panel. A total of 5,338 agreed to participate and provided either a mailing address or an email address to which a welcome packet, a monetary incentive and future survey invitations could be sent. Panelists also receive a small monetary incentive after participating in each wave of the survey.

The ATP data were weighted in a multi-step process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that some panelists were subsampled for invitation to the panel. Next, an adjustment was made for the fact that the propensity to join the panel varied across different groups in the sample. The final step in the weighting uses an iterative technique that matches gender, age, education, race, Hispanic origin, telephone service, population density and region to parameters from the U.S. Census Bureau's 2012 American Community Survey. It also adjusts for party affiliation using an average of the three most recent Pew Research Center general public telephone surveys, and for internet use using as a parameter a measure from the 2014 Survey of Political Polarization. Sampling errors and statistical tests of significance take into account the effect of weighting. The Hispanic sample in the American Trends Panel is predominantly native born and English speaking. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The Web component of the June wave had a response rate of 60% (2,849 responses among 4,729 Web-based individuals enrolled in the panel); the mail component had a response rate of 66% (368 responses among 556 non-Web individuals enrolled in the panel). Taking account of the response rate for the 2014 Survey of Political Polarization (10.6%), the cumulative response rate for the June ATP wave is 3.5%.

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³ When data collection for the 2014 Political Polarization and Typology Survey began, non-internet users were subsampled at a rate of 25%, but a decision was made shortly thereafter to invite all non-internet users to join. In total, 83% of non-internet users were invited to join the panel.