

## Social Media

Q1 This survey is to understand the attitudes and uses of social media among college students. This survey should take approximately 5 to 10 minutes. Please click next on the red button below to continue. Thank you for your time.

Q2 What social media networks do you know of?

Q3 Have you ever heard of any of these? (Please select all that you have heard of.)

- Facebook (1)
- Twitter (2)
- Instagram (3)
- Pinterest (4)
- Snapchat (5)

If Pinterest Is Not Selected, Then Skip To End of Survey

Q4 How much time do you spend on social media each day?

- Less than 1 hour a day (1)
- 1 to 3 hours a day (2)
- 3 to 5 hours a day (3)
- 5 to 7 hours a day (4)
- more than 7 hours a day (5)

Q5 Do you currently have a Pinterest account?

- Yes (1)
- No (2)
- I had one but I deleted my account. (3)

If No Is Selected, Then Skip To End of Block

Answer If Do you currently have a Pinterest account? I had one but I deleted my account. Is Selected

Q6 If you had a Pinterest account, why did you delete it?

Q7 How much time do you spend on Pinterest?

- Less than 1 hour (1)
- 1 to 2 hours a day (2)
- 2 to 3 hours a day (3)
- 3 to 4 hours a day (4)
- more than 4 hours a day (5)

Q8 How often are you on Pinterest during your meal breaks?

- Always (1)
- Most of the time (2)
- About half the time (3)
- Sometimes (4)
- Never (5)

Q9 How do you feel about the quality of the Pinterest app or the website?

- Extremely pleased (1)
- Somewhat pleased (2)
- Neither pleased nor displeased (3)
- Somewhat displeased (4)
- Extremely displeased (5)

Q10 How user-friendly do you believe Pinterest is?

- Extremely easy (1)
- Somewhat easy (2)
- Neither easy nor difficult (3)
- Somewhat difficult (4)
- Extremely difficult (5)

Q11 How old are you?

- 18 - 24 (1)
- 25 - 34 (2)
- 35 - 44 (3)
- 45 - 54 (4)
- 55 or older (5)

Q12 What is your ethnicity?

- Caucasian (1)
- African American (2)
- Asian (3)
- Hispanic (4)
- Other (5)

Q13 What is your college education standing?

- Freshman (1)
- Sophomore (2)
- Junior (3)
- Senior (4)
- Recently graduated (5)
- Other (6) \_\_\_\_\_

Q14 What specific college within your university/college?

- Business (1)
- Medical (2)
- Arts/Sciences (3)
- Engineering (4)
- Education (5)
- Other (6) \_\_\_\_\_