Survey questions and responses used in the analysis

Toxic Speech and Limited Demand for Content Moderation on Social Media

This PDF file includes:

Overview of survey questions and variables used in the main analysis and analyses presented in the documents "Supplementary Information" and "Supplementary Information on Recruitment Procedure and Experimental Process"

Table S1: Overview of survey questions and variables

Variable	Question	Response categories
Dependent Variable		
... Support of any form of moderation	In your view, how should social media companies like Facebook and Twitter handle the post above?	Leave it, do nothing (1), Place a warning label on the post (2), Reduce how many people can see the post (3), Permanently remove the post (4), Suspend the person's account (5)
Other Variables		
... Political Identity	Generally speaking, do you consider yourself as being a Republican, a Democrat or an Independent?	Strong Democrat (1), Democrat (2), Leaning Democrat (3), Independent (4), Leaning Republican (5), Republican (6), Strong Republican (7)
... Social media visits	Overall, how often would you say you visit social media platforms (Twitter, Facebook, etc.)?	Every day (1) At least once a week but not every day (2), A few times a month (3), Less often (4)
... Age	What is your age?	[Open text box]
... Gender	What is your gender?	Female (1), Male (2), Other (3)
... Education	What is your highest level of educational qualification?	Less than high school (1), High school graduate (2), Professional degree (3), College (4), Postgraduate (e.g. Masters) (5), PhD (6)
... Race/Ethnicity	What is your ethnicity?	White (1), Black or African American (2), American Indian or Alaska Native (3), Asian (4), Native Hawaiian or Pacific Islander (5), Hispanic (6), Other (7)
... Attention Check	Please indicate your agreement with the following statement below. For our survey, it is essential that participants pay attention. To show us that you are reading this, please select both "Somewhat agree" and "Strongly agree" here.	Strongly disagree (1), Somewhat disagree (2), Neither agree nor disagree (3), Somewhat agree (4), Strongly agree (5) (Multiple selection is possible)
... Emotions	Which of the following emotions best describe your feelings about this social media post?	Anger (Slider 0-100), Enthusiasm (Slider 0-100), Disgust (Slider 0-100), Fear (Slider 0-100), Happiness (Slider 0-100)
... Preference for removing the post	Overall, how strongly do you feel this post should be kept or removed?	Slider 0 (Keep the post) - 100 (Remove the post)