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 analysis

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 Key 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)
... Perception of the post (best description of the post)	Considering the post above, which of the following features do you think fits best as a description of the social media post? Please order the features, with 1 being the best fit. To rank the listed items, drag and drop each item.	uncivil (1), intolerant (2), threatening (3), civil (4) (randomized order)
... 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)