Thank you for agreeing to participate in our study about Instagram. You will be given a set of Instagram-posts with following questions. Please find the questions related to each Instagram-post below the picture. There are no right or wrong answers to the questions, we are only interested in your opinions. Your response will be anonymous.

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:
On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

I like this Instagram post

I am more likely to purchase Allbirds products to myself or someone else after seeing this Instagram post
I like this Instagram post

I am more likely to purchase Adidas products to myself or someone else after seeing this Instagram post

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree
with the following statement:

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On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

- Strongly disagree
- Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Agree
- Strongly agree

I like Kim Kardashian
I like David Beckham
I like the brand Adidas
I like the brand Starbucks
I like the brand Allbirds

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:

It makes sense that Adidas and David Beckham are working together
Adidas likely has the best interest of David Beckham at heart

On a scale from 1 to 7, where 1 is strongly disagree and 7 is strongly agree, how much do you agree with the following statement:
It makes sense that Starbucks and Kim Kardashian are working together  

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Starbucks likely has the best interest of Kim Kardashian at heart

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Allbirds likely has the best interest of Kim Kardashian at heart

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Do you have any of these social media accounts? (Mark the ones you have)

- [ ] Facebook
- [ ] Instagram
- [ ] Snapchat
- [ ] Twitter

Approximately how many hours each week do you use on Instagram?

- [ ] None
- [ ] Less than 1
- [ ] 1-3
- [ ] More than 3

Do you click “like” on Instagram-posts?

- [ ] Almost never
- [ ] Sometimes
- [ ] Often
How often do you typically shop online for products for your personal use (i.e. clothing, sports equipment, jewelry, hygiene products, food etc)?

- Never
- Yearly
- Monthly
- Weekly
- Daily

Approximately how often do you purchase things after seeing the product advertised or mentioned on Instagram?

- Never
- Yearly
- Monthly
- Weekly
- Daily

Demographics

Age

Gender
- Male
- Female

Education
- Lower
- High school
- 1 year after high school
- 2 years after high school
- 3 years after high school
- 4 years after high school
5 years after high school
More than 5 years after high school