



Welcome to the survey concerning: "The evaluation of people on social media"

Thank you for taking the time to participate in this survey.

Everyday, a countless amount of photos is uploaded on social media. In a study at Leuphana University, we examine what kinds of impressions people make with their social media profiles.

For this, we will show you a social media profile we have created for this study.

Filling in the questionnaire will take fewer than 10 minutes. There are no right or wrong answers, and you cannot personally hurt anyone with your opinion.

If you have any questions or comments, feel free to contact Friedericke Kuhn:
fkuhn@leuphana.de .

Data privacy statement

Participation in this survey is voluntary. You can cancel the survey at any time and without naming any reasons. Data analysis of course complies with the European data protection regulation, is fully anonymized, and we cannot trace your answers back to you.

Your data will be used for scientific purposes only. Results of this study will not be commercialized in any way.

With a click on 'next' you confirm that you have been informed about the data safety regulations, and that you agree with the described collection and analysis of your data.

Study procedure

First, we would like to inform you about the study procedure, so that you know what to expect in the following.

Step 1

We show a social media profile with very little information about a person.

Here, we ask you to evaluate the person.

Step 2

You see a few advertisements that you could also encounter while browsing on social media.

Please look at the advertisements for a moment.

We will ask a few questions about your experience with the products in the advertisements.

Step 3

You see a photo album of the same social media profile you have previously seen in step 1.

Here, you get more information about the person. We are interested in how you evaluate the person after getting some more information about the person from the photo album.

Step 4

At last, we have a few questions concerning your social media usage and some personal information.

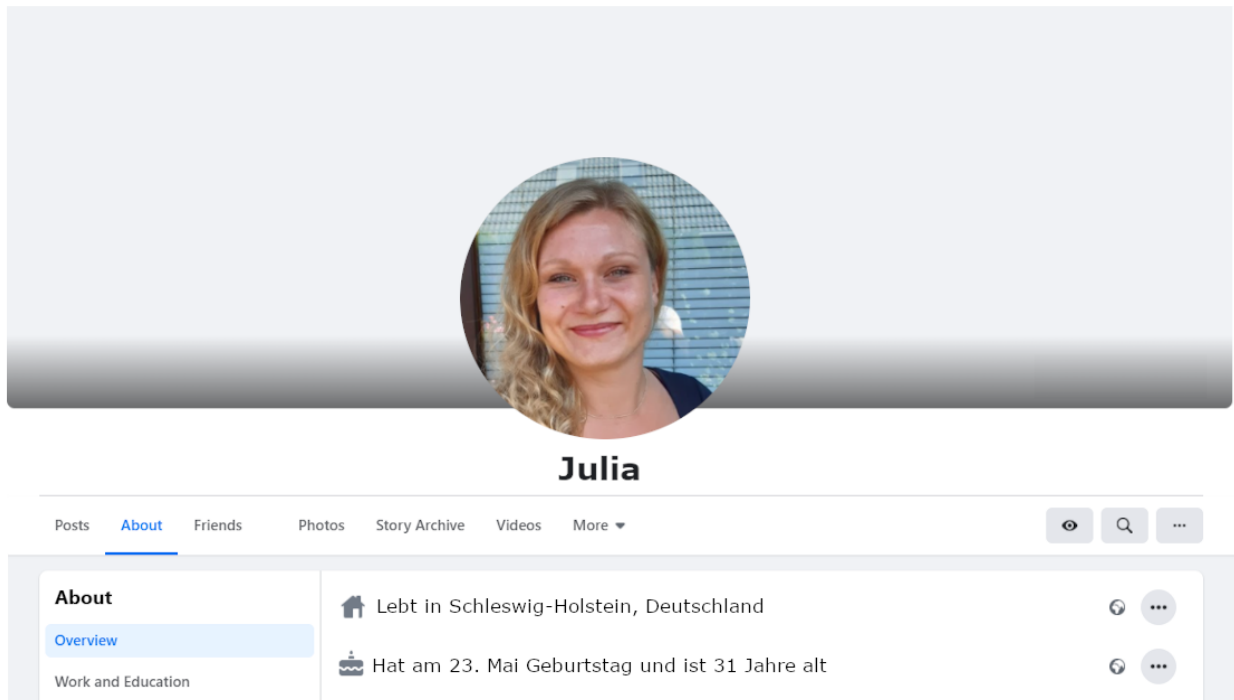
[Click on ,next' to get to step 1.]

Page 03

Julia1

This is the social media profile of 'Julia'.

Please look at the profile for a moment and answer the questions below.



What impression do you get from Julia? Please write down 1-5 words that come into your mind when you see her social media profile. PR07

There is no right or wrong. Write down those words that come into your mind spontaneously.

I would say, Julia...

PR05

How do you evaluate Julia?

Please evaluate Julia using the information you get from her social media profile.

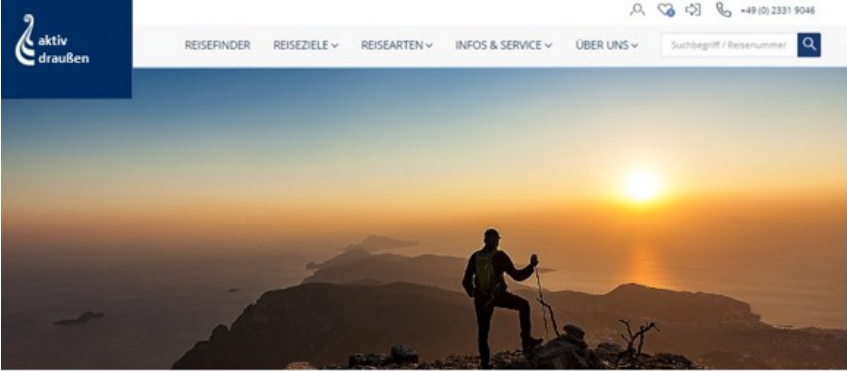
You can rank your opinion between 'fully disagree' and 'fully agree'

I would say, Julia...

	fully disagree						fully agree
is extraordinary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
integrates well into a group	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
stands out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is wealthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is superior to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a lot of fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has gained lots of experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
enjoys exquisite products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has achieved something in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is very popular	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
has a large friend circle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
please select the option 'fully disagree'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
enjoys life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Step 2

In this step, we will show two advertisements to you. Please look at the advertisements carefully.



Push yourself to the limit

Isn't it beautiful to explore the world? Broaden your horizon, venture into the unknown, and enjoy the moment. Experience gorgeous hikes and bike tours through the national park Monti Lattari with its impressive rock formations and stunning views. Get to know yourself better and find out, what you can achieve!

AKTIV-KATEGORIE: 2-3

2-3


- Hiking/biking tours between 7-8 hrs
- Challenging tours in steep terrain
- Suited for experienced active travelers

dates & rates

book now!

Your Trip

- 12-day outdoor trip
- Arrival and departure in our comfortable busses (+ bike transport)
- Accommodation: bring your own tent or rent one of our trekking tents
- Self-catering
- Destination: Positano & Naples



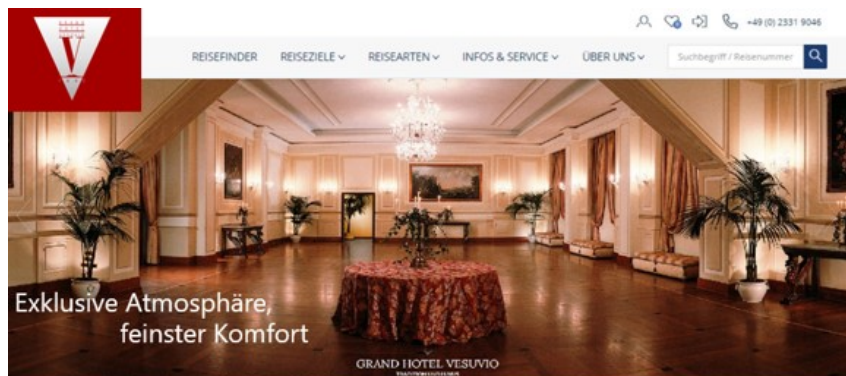
Please click 'next' after looking at the advertisement.

Page 05

Werbung2

Here is the second advertisement.

Please look at it carefully.



Luxury and Tradition

Isn't it beautiful to make yourself a present? Broaden your horizon, get yourself into the finest comfort and enjoy some very special moments. Our unique luxury concept renders your holiday an experience you will never forget. Your happiness is our highest value, and we do everything to cater your every whim!



Your Trip

-  12-day luxury trip for your comfort and recreation
-  Arrival and departure in first class cabin
-  Hotel Gran Vesuvio****
-  Board and lodge in Hotel Restaurant Gran Vesuvio****
-  Destination: Positano & Naples



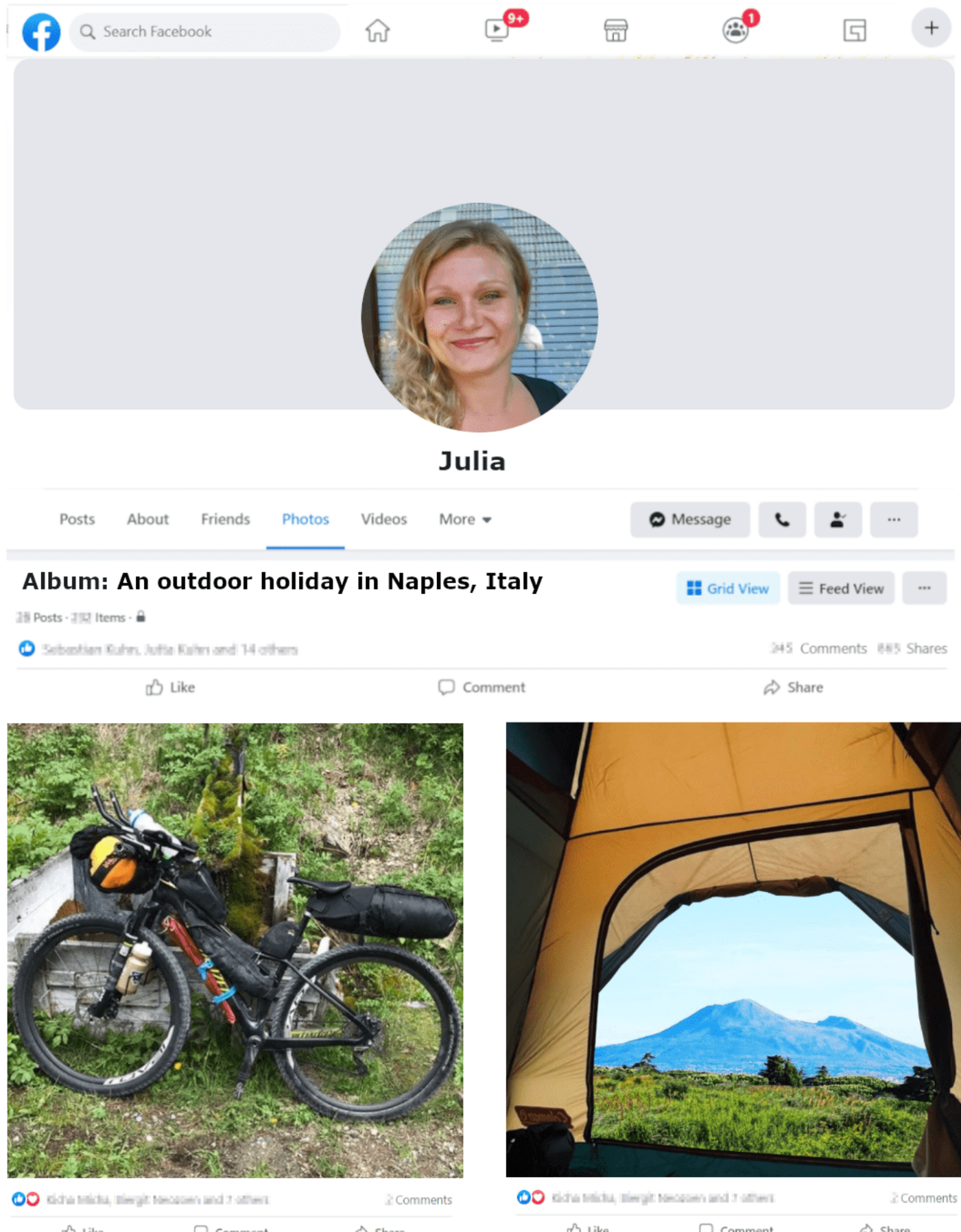
Please click ,next' after looking at the advertisement.

Page 06

Julia2

Here, you see a photo album of Julia's social media profile.

The photos and comments reveal more information about Julia. Please look at the photo album carefully, and evaluate Julia again using the additional information.



The screenshot shows a Facebook profile for a user named Julia. The profile picture is a circular photo of a woman with blonde hair. Below the profile picture, the name 'Julia' is displayed. The navigation bar includes 'Posts', 'About', 'Friends', 'Photos' (which is selected), 'Videos', and 'More'. To the right of the navigation bar are buttons for 'Message', a phone icon, a person icon, and a three-dot menu. Below the navigation bar, the album title 'Album: An outdoor holiday in Naples, Italy' is shown, along with 'Grid View' and 'Feed View' options. The album is shared by 'Sebastian Kuhn, Julia Kuhn and 14 others' and has '345 Comments' and '885 Shares'. Below the album title are buttons for 'Like', 'Comment', and 'Share'. The album contains two visible photos: a bicycle parked on a grassy hillside and a view of a mountain range from inside a tent. Each photo has a caption and a 'Comments' button.

Like

Comment

Share

Like

Comment

Share



My fully packed bike. I will take it on a 300 km spin during my trip!



Kidra Telicia, Mergit Necosari and 7 others

Comments

Like

Comment

Share



A lovely hike in the Monti Lattari National Park.



The tent is set up with a view of the Vesuvio. What an adventure!



Kidra Telicia, Mergit Necosari and 7 others

Comments

Like

Comment

Share



What a feast! Hiking and biking makes you hungry!

What is this photo album about?

KF08

Please write down 1-5 keywords about the content of this photo album.

The photo album shows...

What impression do you get of Julia after seeing her photo album? Please write down 1-5 words that come into your mind after seeing the photo album of Julia.

PR08

There is no right or wrong. Write down those words that come into your mind spontaneously.

I would say, Julia...

PR03

How do you evaluate Julia after seeing her photo album?

Please evaluate Julia using the information you get about her on the social media profile.

You can rank your opinion between 'fully disagree' and 'fully agree'

I would say, Julia...

	fully disagree						fully agree
<i>please select the option 'fully agree'</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>enjoys exquisite products</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>is superior to others</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>enjoys life</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>has a large friend circle</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>integrates well into a group</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>is very popular</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>is wealthy</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>has a lot of fun</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>is extraordinary</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>has gained lots of experience</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>stands out</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>has achieved something in life</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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MC

Now, we have a few questions concerning your experience with holiday travel and your interest in different types of leisure trips.

Do the following statements comply with you?

KF09

	does not apply to me	applies to me
<i>I have been to Italy before.</i>	<input type="radio"/>	<input type="radio"/>
<i>I have taken a holiday trip in the last three years.</i>	<input type="radio"/>	<input type="radio"/>
<i>I have been to Naples, Italy before.</i>	<input type="radio"/>	<input type="radio"/>
<i>I have taken a luxury holiday.</i>	<input type="radio"/>	<input type="radio"/>
<i>I have taken an outdoor holiday.</i>	<input type="radio"/>	<input type="radio"/>

Do the following statements comply with you?

KF12

	does not apply to me	applies to me
<i>I would like to take an outdoor holiday.</i>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
<i>I would like to take a luxury holiday.</i>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
<i>I would like to spend an outdoor holiday at home.</i>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
<i>I would like to spend a luxurious holiday at home.</i>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>
<i>I like spending my vacations at home.</i>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/>

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TISRS

Now, we have a few more questions concerning your opinion on social media posts with travel photos, and your personal interest in leisure travel generally.

To what extent do you agree with the following statements?

SR03 

You can rank your opinion between 'fully disagree' and 'fully agree'

Social Media Posts from outdoor travel in Naples, Italy. make...

fully
disagreefully
agree

... the traveler look cool.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the traveler more popular.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the poster stand out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the poster look unique.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the poster look savvy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... me envious of the traveler.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... me admire the traveler.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements?

SR04 

You can rank your opinion between 'fully disagree' and 'fully agree'

Social Media Posts from luxury travel in Naples, Italy. make...

fully
disagreefully
agree

... the traveler look cool.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the traveler more popular.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the poster stand out.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the poster look unique.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... the poster look savvy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... me envious of the traveler.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... me admire the traveler.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

TI01 

To what extent do you agree with the following statements, when talking about holiday travel?

You can rank your opinion between 'disagree' and 'agree'

	disagree					agree	
<i>It is a pleasure to go on holidays.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>The way in which someone travels gives you an impression about a person.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>It is annoying when you book an unsatisfactory holiday.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>It tells about the personality if/how someone travels.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Going on a holiday is a bit like giving a gift to myself.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>I do not care about holiday travel whatsoever.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Holiday travel is important to me.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>It is no problem when you book the wrong holiday.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Going on a holiday is fun.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>It is really disturbing to find out that I booked a wrong holiday.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Holiday travel interests me a lot.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>My holiday trips tell others about what kind of person I am.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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SD

Almost done! At last, we have a few questions concerning your personal information.

How old are you?

SD02

I am years old.

What gender do you affiliate with?

SD01

☐ female

☐ male


☐ diverse

☐ prefer not to say

What German region (Bundesland) do you currently live in?

SD22

Please indicate the region of your current residency.

[Please choose] 

Which of the following social media platforms do you have an account with?

SD19

☐ Facebook

☐ Twitter

☐ Instagram

☐ Xing

☐ LinkedIn

☐ TikTok

☐ none of the above

☐ others, namely

How often do you use social media in a typical week?

SD20

This includes any social media platform that you have a profile with.

☐ less than once a week

☐ one to three days a week


☐ three to five days a week

☐ six to seven days a week

At last, we have a control question: What was the title of Julia's photo album you have seen earlier?

KF11

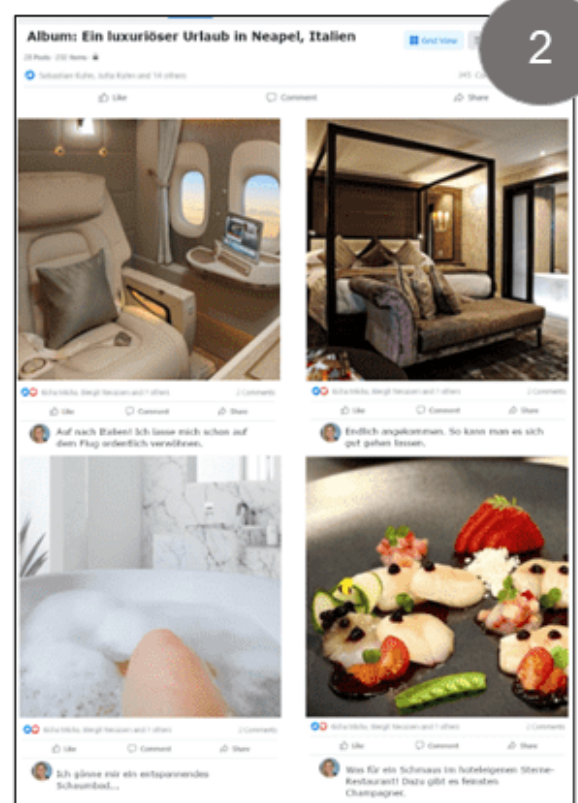
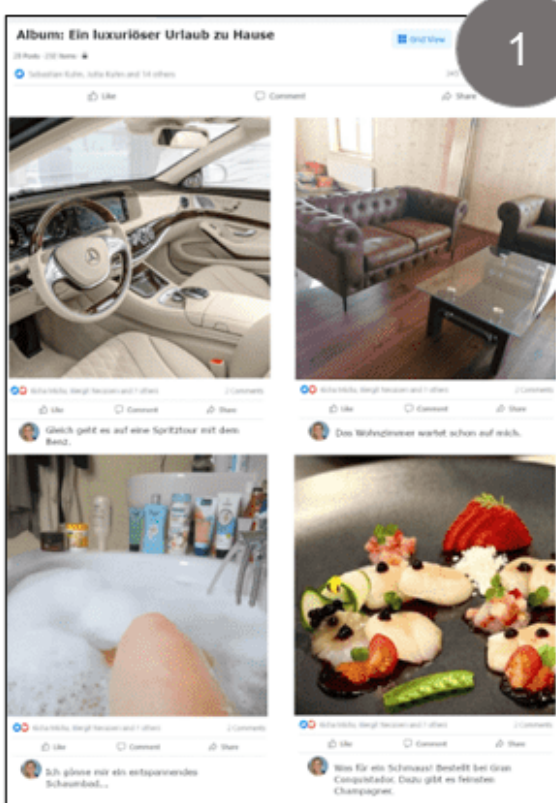
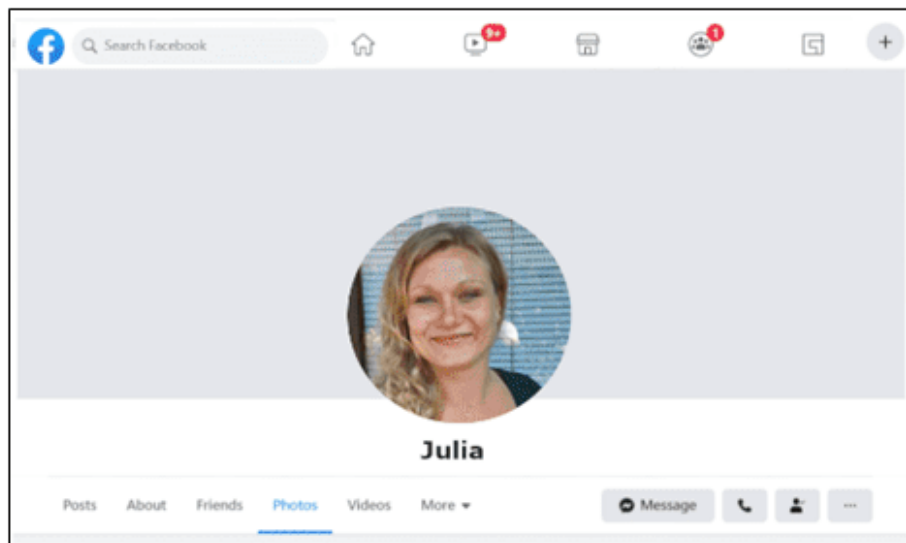
With this question, we ensure that you have seen the content of the photo album. Please select the applicable option.

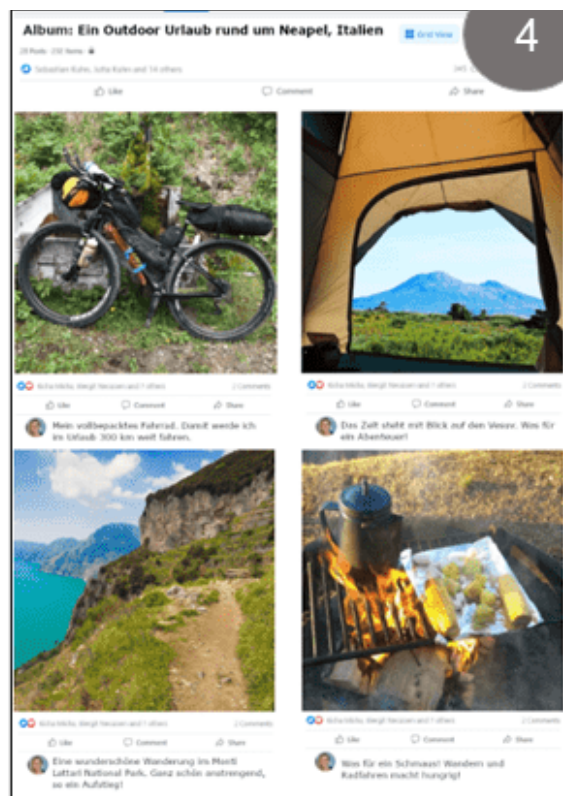
[Please choose] 

Well done! The questionnaire is now finished. Finally, we would like to inform you about the backgrounds of this survey.

Travel photos are a possibility for many people to self-present in a positive light.

With this survey, we examine whether different types of holiday photos effect your evaluation of 'Julia'. We have created four different photo albums, one of which you saw in the questionnaire. Below, you can see the photo albums we showed to other participants of the study. We are interested, whether 'Julia' is evaluated differently when posting photos from a luxury holiday compared to an outdoor holiday.





Do you have any additional comments to the questionnaire?

KF10

Here, you have the possibility to send us a message. We are looking forward to your comments on the questionnaire.

Last Page

Vielen Dank für Ihre Teilnahme!

Bei weiteren Fragen zur Untersuchung, melden Sie sich gerne bei der Studienleiterin Friedericke Kuhn unter der Mailadresse: fkuhn@leuphana.de

Wir möchten uns ganz herzlich für Ihre Mithilfe bedanken.

Ihre Antworten wurden gespeichert, Sie können das Browser-Fenster nun schließen.

[Friedericke Kuhn](#), *Leuphana Universität Lüneburg* – 2021