

Survey Design, Part 2

Survey lives here: TBD

[Hypotheses](#)

[H4: Conformity](#)

[H5: Bystander Effect](#)

[Procedure \(3x1 between-group\)](#)

[Content warning](#)

[Consent](#)

[Interaction](#)

[Condition 1 \(conformity\)](#)

[Condition 2 \(bystander effect\)](#)

[Transgression](#)

[Outcome variables](#)

[Punishment Orientation Questionnaire \(18 items; Yamamoto\)](#)

[Demographics \(12 items\)](#)

Hypotheses

H4: Conformity

Exposure to conformity increases belief that a transgression is justified.

H5: Bystander Effect

Exposure to bystander intervention decreases belief that a transgression is justified.

Procedure (*2x1 between-group*)

Content warning

This survey contains words or language that may be objectionable or offensive to some viewers. This survey is intended for adult participants only. By continuing with this survey, you acknowledge this disclaimer.

I agree to continue with this survey.

 I do not wish to continue with this survey.

(page break)

Consent

Consent to Participate in a Research Study

Welcome to the INTERNET EXPERIENCES Survey (HUM00118180)

Principal Investigator: Lindsay Blackwell, PhD student, University of Michigan School of Information

Co-investigator: Colin Chen, Research Assistant, University of Michigan School of Information

Faculty Advisor: Dr. Sarita Schoenebeck, Assistant Professor, University of Michigan School of Information

Faculty Advisor: Dr. Cliff Lampe, Associate Professor, University of Michigan School of Information

We invite you to be a part of a research study that looks at the experiences of everyday internet users. If you agree to be part of the research study, you will be asked to complete an online survey about your experiences as an internet user. We expect this survey to take no more than 10 minutes to complete.

Benefits

There are no anticipated benefits to participation in this study.

Risks

The researchers have taken steps to minimize the risks of this study. The data collection is anonymous, and the topic is not sensitive. Some of the survey questions contain words or language that may be objectionable or offensive to some participants. **This survey is intended for adult participants only.** By continuing with this survey, you acknowledge this disclaimer.

Compensation

You will not receive any payment for being in the study.

Confidentiality

Your responses to this survey are anonymous. We plan to publish the results of this study, but we are not collecting any information that would identify you. The data you provide will be stored on a password-protected machine. The researchers will retain data for 5 years, for study recordkeeping purposes only.

Participating in this study is completely voluntary. Even if you decide to participate now, you may change your mind and stop at any time. If you have questions about this research study, please contact the research team: internetsurvey@umich.edu.

If you have questions about your rights as a research participant, or wish to obtain information, ask questions or discuss any concerns about this study with someone other than the researcher(s), please contact the University of Michigan Health Sciences and Behavioral Sciences Institutional Review Board, 2800 Plymouth Rd., Bldg. 520, Room 1169, Ann Arbor, MI 48109-2800, (734) 936-0933 or toll free, (866) 936-0933, irbhsbs@umich.edu.

By selecting “I consent to participate in this survey,” you are consenting to participate in this research survey. Be sure that questions you have about the study have been answered and that you understand what you are being asked to do. You may contact the research team if you think of a question later. If you do not wish to participate, select “I do not wish to participate in this survey,” and click the “x” in the top corner of your browser to exit.

- I consent to participate in this survey.
- I do NOT consent to this survey.

(page break)

Interaction

On the next screen, you will see something that Amy said to Sarah on a popular social media site. Please read what Amy said and then respond to the questions.

(page break)

Condition 1 (conformity)

Amy learns that Sarah stole equipment worth \$10000. 5 people reply in support of Amy's response.

Condition 2 (bystander effect)

Amy learns that Sarah stole equipment worth \$100. 4 people reply in support of Amy's response. 1 person replies against Amy's response.

Condition 1 Transgression

 **Amy**
@AmyS117 Following

@Sarah9_J You're such a cunt. Kill yourself.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

10:49 AM - 15 Jul 16 · Embed this tweet

 **Jessie**
@JessieGirl_2

@AmyS117 @Sarah9_J Agree. Stealing from other people is a shitty thing to do.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Lilly**
@TravelerGal


@AmyS117 smh. Hope she has to return it all and they stick her with a bunch of community service.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Addie**
@AdelineBos

@AmyS117 @Sarah9_J Seriously, who steals other people's stuff like that?

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **James**
@JJJones

@AmyS117 @Sarah9_J Surprised she thought she could get away with it. Idiot.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

Condition 2 Transgression

 **Amy**
@AmyS117 Following

@Sarah9_J You're such a cunt. Kill yourself.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

10:49 AM - 15 Jul 16 · Embed this tweet

 **Jessie**
@JessieGirl_2

@AmyS117 @Sarah9_J Agree. Stealing from other people is a shitty thing to do.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Lilly**
@TravelerGal


@AmyS117 smh. Hope she has to return it all and they stick her with a bunch of community service.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **Addie**
@AdelineBos

@AmyS117 @Sarah9_J That's a harsh reply. Stealing is not proportionate to killing oneself.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

 **James**
@JJJones

@AmyS117 @Sarah9_J Surprised she thought she could get away with it. Idiot.

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

Outcome variables

How appropriate is what Amy said to Sarah?

- Absolutely appropriate
- Appropriate
- Slightly appropriate
- Neutral
- Slightly inappropriate
- Inappropriate
- Absolutely inappropriate

How deserved is what Amy said to Sarah?

- Absolutely deserved
- Deserved
- Slightly deserved
- Neutral
- Slightly not deserved
- Not deserved
- Absolutely not deserved

How justified is what Amy said to Sarah?

- Absolutely justified
- Justified
- Slightly justified
- Neutral
- Slightly not justified
- Not justified
- Absolutely not justified

(page break)

In the next section, you will see a series of statements. Please rate how strongly you agree with each statement (Strongly disagree, Disagree, Neutral, Agree, Strongly agree).

(page break)

Punishment Orientation Questionnaire (18 items; Yamamoto)

(to be presented randomly)

Please rate how strongly you agree with each statement (Strongly disagree, Disagree, Neutral, Agree, Strongly agree).

Ideal Utilitarian Scale

1. Punishment should be about looking forward to improve society, not backward to address the criminal's misdeeds.
2. When considering an appropriate punishment, the potential benefit to the public is more important than the need to avenge the particular injustice.
3. Punishment is more about addressing society's needs than serving out justice to a single individual.
4. We should try to focus on how punishment can help the community instead of fixating on one person's wrongdoings.
5. When punishing a person, it is better to take a step back to think about how that punishment will affect the community.

Ideal Retributive Scale

1. It is better to let 10 guilty criminals go free than to punish 1 innocent person.
2. It is more important to keep innocent people free from punishment than it is to ensure that all guilty persons are punished for their crimes.
3. A punishment system should prioritize bringing offenders to justice, even at the risk of punishing the wrong person. (Reverse code)
4. Catching more guilty people isn't worth the expense of false convictions.

Harsh Utilitarian Scale

1. An overly harsh punishment may be necessary to prevent others from committing the same crime.
2. If a crime has a low detection rate (i.e. it is difficult to catch criminals who commit this particular crime), we should punish those who are caught harshly to prevent others from thinking they can get away with it.
3. Crimes that receive a great deal of publicity should be punished severely, even if the crime was not severe, so that society knows there is a strong response.
4. We should err on the side of stricter punishments if it will result in greater public safety.

Harsh Retributive Scale

1. Even if society would not benefit at all from punishing a guilty person, he should still be punished because he deserves it.
2. Criminals are in prison because they brought it on themselves.
3. Criminals are bad people and get what is coming to them.
4. Punishment is necessary because it restores the balance of justice.
5. It is more important to punish a guilty person because he deserves it than it is to punish him to benefit society.

(page break)

Demographics (12 items)

1. What is your age? __
2. How do you identify your gender?
 - Man
 - Woman
 - _____
3. How would you describe yourself? (Choose one or more from the following:)
 - White
(A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.)
 - Hispanic, Latino/a/x, or Spanish origin
(A person having origins in Central or South America and parts of the Caribbean)
 - Black or African American
(A person having origins in any of the Black racial groups of Africa – includes Caribbean Islanders and other of African origin.)
 - Asian
(A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India,

Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.)

___ American Indian or Alaska Native

(A person having origins in any of the original peoples of North and South America, including Central America, and who maintains a tribal affiliation or community attachment.)

___ Native Hawaiian or Other Pacific Islander

(A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.)

___ Other (please specify)

(page break)

4. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school
- High school or equivalent
- Some college or two-year associate's degree
- Bachelor's degree
- Some graduate school
- Master's or professional degree
- PhD

5. What is your current employment status?

- ___ Employed full-time
- ___ Employed part-time
- ___ Out of work and looking for work
- ___ Out of work but not currently looking for work
- ___ Stay-at-home-parent
- ___ Student
- ___ Military
- ___ Retired
- ___ Unable to work

6. In general, would you describe your political views as:

- Very conservative
- Conservative
- Moderate
- Liberal
- Very liberal

7. What is your present religion, if any?

- Protestant
 - Catholic
 - Other Christian
 - Jewish
 - Buddhist
 - Hindu
 - Muslim
 - Mormon
 - Orthodox
 - Atheist
 - Agnostic
 - Nothing in particular
 - Other (please specify)
-

(page break)

Thank you for completing this survey. You will receive a \$2 Amazon gift card as compensation for your time. **A valid email address is required in order to receive compensation (optional).**

(page break)

We thank you for your time spent taking this survey. Your response has been recorded.

END OF SURVEY