

If you agree to take part in this study, you will be asked to take a survey about your writing activity. Some possible questions include, but are not limited to:

1. What are your goals when you write, post, or create online texts?
2. In general, what is your reaction when people post or comment on your online writings? Can you describe this process for responding? What makes you decide not to respond?
3. Do commenters (secondary writers) ever post, discuss, or converse about your texts with each other? How do you react to this conversation?

6. What are my benefits of being in this study?

You may not directly benefit from this research; however, your participation in the study may educate academics and the larger public about the nature of internet writing and how some writers consider their audiences online. If you chose, I will also share with you the results of the study in order to help you develop and reflect on your own writing.

7. WHAT ARE MY RISKS OF BEING IN THIS STUDY?

There are no foreseeable economic or physical risks associated with this study. While there are no expected social risks, you should be aware that your responses to some questions may or may not cause mental distress, although this is unlikely. There also may be unforeseen risks or inconveniences that include the time it takes to be interviewed in this study.

8. how will my personal information be protected?

The following procedures will be used to protect the confidentiality of your study records:

- **The researcher will use only aggregated data from the survey.**
- The researcher will keep all study records (including any codes to the data) in a private office to which only he will have the key.
- Research records will be labeled with a code.
- A master key that links names and codes will be maintained in a separate and secure location.
- All electronic files (e.g., database, spreadsheet, etc.) containing any identifiable information will be password protected.
- Any computer hosting such files will also have password protection to prevent access by unauthorized users. Only the researcher will have access to the

passwords.

- At the conclusion of this study, the researcher may publish the findings. Information will be presented in summary format and the subject will not be identified in any publications or presentations.
- If required by laws or university policy, study information and data which identifies you and the consent form signed by you may also be seen or copied by the following people or groups: a) the university committee and office that reviews and approves research studies, the Institutional Review Board (IRB) and Office for the Protection of Research Subjects, and b) university and state auditors and departments of the university responsible for oversight of research.

9. WILL I RECEIVE ANY PAYMENT FOR TAKING PART IN THE STUDY?

Although no monetary compensation will be provided, you will have the opportunity to reflect on your texts and writing process.

10. WHAT IF I HAVE QUESTIONS?

If you have any questions about this study, please contact John Gallagher at (267-640-9142) or at johng@illinois.edu. If you have any questions about your rights as a participant in this study or any concerns or complaints, please contact the University of Illinois institutional review board at 217-333-2670 or via email at irb@illinois.edu.

11. CAN I STOP BEING IN THE STUDY?

You do not have to be in this study if you do not want to. If you agree to be in the study, but later change your mind, you may drop out at any time. There are no penalties or consequences of any kind if you decide that you do not want to participate.

12. SUBJECT STATEMENT OF VOLUNTARY CONSENT

By agreeing to take this survey, I am agreeing to voluntarily enter this study. I have had a chance to read this consent form, and it was explained to me in a language which I use and understand. I have had the opportunity to ask questions and have received satisfactory answers. I understand that I can withdraw at any time. A copy of this signed Informed Consent Form is accessible on John Gallagher's Illinois-approved website

(<http://publish.illinois.edu/johnrgallagher/>).

- I consent
- I do not consent

Default Question Block

How old are you?

What gender do you identify as?

- Male
- Female
- Other

How many years have you been a redditor?

- 0-6 months
- 7-12 months
- 2 years
- 3 years
- 4 years
- 5 years
- 6 years
- 7 years
- 8 years
- 9 years
- 10+ years

What country are you from?

What is your level of education?

- High school (or equivalent)
- Bachelor's degree
- Master's degree
- Terminal degree (JD, PhD, MD)

What is your race?

- White.
- Hispanic or Latino.
- Black or African American.
- Native American or American Indian.
- Asian / Pacific Islander.
- Other.

How do you primarily access reddit?

- Mostly through a PC/laptop
- I access reddit equally through a PC/laptop and mobile devices
- Mostly through a mobile device (phone, tablet)

What is your occupation?

What is your current employment status?

- Employed full time (40 or more hours per week)
- Employed part time (up to 39 hours per week)
- Unemployed and currently looking for work
- Unemployed and not currently looking for work
- Student
- Retired
- Homemaker
- Self-employed
- Unable to work

What is your marital status?

- Single (never married)
- Married, or in a domestic partnership
- Widowed
- Divorced
- Separated

How much time do you spend weekly on reddit?

- 0-1 hours per week
- 1-3 hours per week
- 3-6 hours per week
- 7-9 hours per week
- 10+ hours per week

How often do you*

	Hourly	Daily	Weekly	Monthly	Few times a year or less
Go on reddit*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vote on reddit posts*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Hourly	Daily	Weekly	Monthly	Few times a year or less
Vote on reddit comments*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Submit posts to reddit*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Make comments on reddit submissions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How did you get started with reddit?

Describe your ideal interaction on reddit.

Before you upvote or downvote content on reddit, how likely are you to look at a user's profile?

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely

What were your motives for writing when you **started** on reddit? (you can select more than one)

- Informational

- A sense of community
- Accrue karma
- To have discussion

What are your motives for writing **now** on reddit? (you can select more than one)

- Informational
- A sense of community
- Accrue karma
- To have discussion

What does the hivemind mean to you?

How likely are you to respond to a NSFW (not safe for work) post due to professional or family concerns?

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely

Has your reddit usage had a positive or negative impact on your life?

- Extremely positive

- Somewhat positive
- Neither positive nor negative
- Somewhat negative
- Extremely negative

With respect to the previous question, please explain how reddit has affected your life.

How tied to other online identities (e.g., Facebook, Twitter, etc.) is your Reddit identity?

- Always
- Most of the time
- About half the time
- Sometimes
- Never

How concerned are you about your reddit identity being publicly revealed (please answer even if it already is)

- A great deal
- A lot
- A moderate amount
- A little
- None at all

Who do you consider your audience on reddit?

How much comment karma do you have?

- Less than 100,000
- More than 100,000

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