

## 2017 Survey

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Hi! We're interested in understanding what technology you use and what you think about the tech companies that make that technology. If you're at least 18 years old and located in the United States, then we need your help!

We're particularly interested in how people have stopped using particular technologies, or are deliberately using particular technologies less.

\* Have you stopped using any technologies or tech companies in the last year, or are you deliberately reducing your usage?

- Yes
- No
- Unsure

If you have answered "Yes" above, please specify which technologies and why.

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We're particularly interested in cases where people are boycotting companies. That means deciding to stop using, or use much less of, a technology or company as a protest or statement, or because you disagree with the company's values.

That's not the same as not using a technology or company because you got busy, because your friends switched to a different app, or because you moved to a new place where that technology is no longer available. Boycotting is because you disagree with something the company or someone associated with the company has done or said.

\* Please check all the companies you are boycotting.

- Microsoft
- Chick-fil-A
- Mozilla (Firefox)
- Google
- Uber
- National Football League (NFL)
- Apple
- Airbnb
- Paypal
- Amazon
- Twitter
- Facebook
- Reddit
- Walmart
- Yahoo
- I'm not boycotting any companies
- Other (please specify)

For ONLY the companies you are boycotting, please list the top reason for your decision.

- The company's products are too expensive.
- The company operates in countries I don't approve of.
- The company is becoming too large.
- The company has unsound environmental practices.
- The company exploits the people working for it.
- My personal values do not align with the company's values.
- I don't trust the company with my privacy, data, or information.
- I don't like the political decisions the company or its representatives have made.
- For my own personal reasons, such as self-care and wellness.

Can you tell us anything else about your boycotting decisions?

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Do you make purchasing decisions based on your values and ideals?

- Always
- Occasionally
- Frequently
- Never

In politics today, do you consider yourself a Republican, Democrat, or Independent?

- Republican
- Independent
- Democrat
- Other (please specify)

## 2019 Survey

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### A Survey on Technology Use

We are interested in how people have deliberately stopped or changed their use of technology.

\* Have you deliberately stopped or changed your use of any technology in the last year?

- Yes
- No

If you have answered "Yes" above, please specify which technologies and why.

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### The Definition of boycott

We're particularly interested in cases in which people are boycotting technology companies. **Boycotting means stopping or changing your use of a company's products or services, because you disapprove of the company's values or actions.**

In the remainder of the survey, we will ask you whether you are boycotting five major technology companies - Amazon, Apple, Facebook, Microsoft, and Google.

### Boycotting <Company Name>

Boycotting means stopping or changing your use of a company's products or services, because you disapprove of the company's values or actions.

\* Are you boycotting <Company Name>?

- Yes, I am boycotting <Company Name> by stopping my use of the company's products or services entirely.
- Yes, I am boycotting <Company Name> by changing my use of the company's products or services when possible.
- No, but I am interested in boycotting <Company Name>.
- No, I am not boycotting <Company Name>.

*If Yes, I am boycotting <Company Name> by stopping my use of the company's products or services entirely or Yes, I am boycotting <Company Name> by changing my use of the company's products or services when possible is chosen*

What <Company Name> products or services do you boycott? Examples might include <Examples>

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\* Why are you boycotting <Company Name>? Is it because you believe....

- The company is too large.
- The company exploits workers.
- The company violates my privacy.
- The company provides terrible service.
- The company's products are too expensive.
- I disagree with the company's political stance.
- I have personal reasons, such as concerns about self-care or well-being.
- I have concerns about the company's bias against gender, race, or other demographic groups.
- My personal values do not align with the company's values.
- The company profits from my data.
- Other reasons. (Can you tell us more?) \_\_\_\_\_

\* How easy is it for you to boycott <Company Name>?

- Very easy
- Easy
- Neither easy nor difficult
- Difficult
- Very difficult

What are the challenges or inconveniences of boycotting <Company Name>, if any?

- Paying higher prices for alternatives
- Spending more time for alternatives
- Losing connections with other people
- No good alternative
- Missing out on information
- Other (Can you tell us more?) \_\_\_\_\_

Are there any other actions that you take against <Company Name>?

- Using an ad blocker
- Using fake accounts or providing fake data
- Using services while logged out
- Using Private Browsing/Incognito Mode
- Using anti-tracking extensions
- Other actions (Can you tell us more?) \_\_\_\_\_

Can you tell us anything else about how you boycott <Company Name>?

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*If No, but I am interested in boycotting <Company Name> is chosen*

\* Why are you interested in boycotting <Company Name>? Is it because you believe....

- The company is too large.
- The company exploits workers.
- The company violates my privacy.
- The company provides terrible service.
- The company's products are too expensive.
- I disagree with the company's political stance.
- I have personal reasons, such as concerns about self care or well-being.
- I have concerns about the company's bias against gender, race, or other demographic groups.
- My personal values do not align with the company's values.
- The company profits from my data.
- Other reasons. (Can you tell us more?) \_\_\_\_\_

\* What prevents you from boycotting <Company Name>?

- Paying higher prices for alternatives
- Spending more time for alternatives
- Losing connections with other people
- No good alternative
- Missing out on information
- Other (Can you tell us more?) \_\_\_\_\_

Can you tell us anything else about your interests in boycotting <Company Name>?

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*If No, I am not boycotting <Company Name> is chosen, skip to the next company*

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**Boycotts against Other Technology Companies**

Do you boycott any other technology company? If so, why?

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Is there anything else that you would like to tell us about how you boycott or reduce your usage of technology?

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**Last Step**

Now we will ask you a few questions on your consumer behaviors and information about yourself.

We are interested in how you make decisions about your purchases and actions. How strongly do you agree with the statements below?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I usually spend a long time researching before deciding which product to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe companies should be involved in social or political issues and publicly express their values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consistently evaluate my actions to make sure that I'm living by high standards.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to stay informed about politics and world events.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How old are you?

- 18 - 29 years old
- 30 - 44 years old
- 45 - 59 years old
- 60+ years old
- I prefer not to disclose

Can you tell us your gender?

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Politically, do you consider yourself a Republican, Democrat, or Independent?

- Independent
- Democrat
- Republican
- Other \_\_\_\_\_

What is your household income?

- Less than \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 - \$499,999
- More than \$500,000
- I prefer not to disclose

Are you willing to be contacted over email by the research team for follow-up questions? If so, please provide your email address below.

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