Expressing Yourself on Social Media - Anger

Dear participant,

Thank you for your interest in our study. This study is part of a series of studies in which we aim to understand how people express themselves by posting images on social media. We are looking for participants who are active on social media, specifically X (Twitter), Bluesky, Instagram, Facebook, Reddit, or LinkedIn.

We'll ask you to donate three social media posts you wrote about events where you felt **anger** and then to answer questions about them. We are specifically interested in posts in which you included a photo, meme, or other image.

This means that in order to complete this study, you must be able to provide three original posts you made on social media that included an image and were about events that made you feel anger.

The image may be a screenshot of another post, but the text MUST be original content which you wrote. You will not be paid if your post consists of text which is a copy of the content of the image.

For each post, you will need to:

- Upload a copy of the image and text you posted
- Answer questions about the event you posted about
- Describe the emotion(s) you experienced
- Describe how the image relates to the text

We will ask you some demographic and personality-related information.

Task Conditions

The study takes 25 minutes, and you will be rewarded with £3.75. Your participation is voluntary.

You must be at least 18 years old and a native speaker of English. Feel free to quit at any time without giving a reason (note that you won't be paid in this case). You cannot use AI to help you complete the study. You will only be paid if you pass all attention checks, your responses are complete and meaningful, and you properly share both the text and image content of your posts.

You do NOT need a Google account to take this survey. However, if you use a Google account to take the survey you will be able to reload the survey with your previous

answers filled.

We have additional studies on Prolific for emotions other than **anger**. We encourage you to participate in them in addition to this study.

Privacy

The data we collect will be used for research purposes. It will be made publicly available in anonymised form. We will write scientific publications about this study which may include examples from the collected data (also in anonymous form). Though we will endeavour to protect your privacy at all stages, please still avoid providing information that could identify you (such as names, contact details, etc.).

If you cannot or do not wish to use private social media posts, please be aware that your answers to this survey might not be anonymous. We highly recommend using social media posts which are set to private, or setting the post settings to private before completing this survey. It is possible for public posts to be searched and hence the associated account be linked to the answers you provide in this survey.

Contact

This study is run by [redacted]

* Indicates required question

1. Please confirm that you have read the above information, meet the prerequisites for participation, and want to participate in the study. *

   If you consent to take part in the survey select "I agree".

   Mark only one oval.

   - ( ) I agree
   - ( ) I disagree *Skip to question 89*

Preliminary Questions 1/2

First we need your Prolific ID.

2. Please insert your ID as a worker on Prolific. *

Post Selection

This study is about the emotional experience of **anger**. You will be asked to provide a social media post which you made on X (Twitter), Bluesky, Reddit, Instagram, Linkedin, or Facebook which is about an event you experienced which provoked **anger** in you and for which you vividly remember both the circumstance and your reaction. This is the first of three posts you will provide.

Post Requirements

The post **must:**

- be an **original** post (no retweets, links, etc)
- contain an image. (You will be able to upload a copy of the image.)
- have **text which is different from any text within the image**. (If the image is a screenshot of another post or a news article, your text must be original and in addition to any text found in the image)

After that, you will be asked further information regarding the post, including:

- your personal feelings in regards to the post and the event which inspired the post.
- a description of the image.
- details about the relationship between the text and the image of the post.

Note: If you participated in our studies before, please select a **different** event/post now. We cannot accept an answer related to the same event you already told us about, even if you used different words. Further, we will not accept answers if they are not descriptions of events, like “I can’t remember” or “I do not have that feeling”.

Selecting the Post (Post 1)

Now let's pick a post to share. The post should be about an event you experienced which caused you to feel **anger**. We consider an event to be anything you experienced. This can be as simple as taking your dog for a walk, or could be a broader world events which you experience through the news, etc. It could be any experience that caused **anger** in you.

Please be sure to choose a new event/post. You will not be paid if you use multiple posts about the same event.

Please go to your social media profile/history and scroll through it, to pick a post that's related to such event.

Please only select a post for which you vividly remember both the content and the circumstance of creating/posting it.

Please select a post which contains original text, which is different from any text in the image.

3. Please copy the exact text of the post. *
   Remove any personal information from the post.

Upload the Image (Post 1)

Please upload the image from the selected post. If the original post contained multiple images, please only select a single image to upload. Choose the image that you feel is most relevant to your post.

By uploading the image you agree that you have the ownership or usage rights to the photo.

4. Please use the following link to upload your image. You will receive a 3 character code. *

   https://itemsurvey.nlproc.uni-bamberg.de/

   Please enter the 3 digit code you received.

   _____

5. What social media platform is the post from? *

   Mark only one oval.

   - ◯ Facebook
   - ◯ Twitter
   - ◯ Reddit
   - ◯ Instagram
   - ◯ LinkedIn
   - ◯ Bluesky
   - ◯ Other: _____

Event Details (Post 1)

To help us better understand the event which you chose to post about we will now ask you some questions about it.

Think back to when the event happened and recall its details. Take some time to remember it properly.

6. Please describe the event which the post describes and your feelings about it by completing the following sentence: *

   I felt **anger** when/because/...

   Include event details or write multiple sentences if this helps us to understand the situation.

   _____

7. How long did the event last? *

   Mark only one oval per row.

	Seconds	Minutes	Days	Weeks	Months
Duration	◯	◯	◯	◯	◯

8. How intense was your experience of the event? *

   Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely

9. How long did you experience the emotion(s) as a result of the event? *

   Mark only one oval per row.

	Seconds	Minutes	Days	Weeks	Months
Duration	◯	◯	◯	◯	◯

10. How confident are you that you recall the event well? *

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely

Event Emotions (Post 1)

11. Please select the primary emotion that you felt as a result of this **event**. *

Mark only one oval.

- ◯ Joy
- ◯ Sadness
- ◯ Disgust
- ◯ Anger
- ◯ Fear
- ◯ Surprise

Event Emotion Intensity (post 1)

12. Please rate how intensely you felt each of these emotions as a result of this **event**. *

Mark only one oval per row.

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Joy	◯	◯	◯	◯	◯
Fear	◯	◯	◯	◯	◯
Disgust	◯	◯	◯	◯	◯
Sadness	◯	◯	◯	◯	◯
Surprise	◯	◯	◯	◯	◯
Anger	◯	◯	◯	◯	◯

Evaluation of the event (Post 1)

In this section we want to better understand the event which lead you to create your post.

13. Think back to when the event happened and recall its details. Take some time to remember it properly. How much do these statements apply? Some statements might not fit the event exactly, please answer to the best you can. *

Mark only one oval per row.

	1 - Not at all	2	3	4	5 - Extremely
The event was sudden or abrupt.					
The event was familar.					
I could have predicted the occurrence of the event.					
The event was pleasant for me.					
The event was unpleasant for me.					
I expected the event to have important consequences for me.					
The event was caused by my own behaviour.					
The event was caused by somebody else's behavior.					
The event was caused by chance,					

special circumstances, or natural forces.					
I anticipated the consequences of the event.					
I expected positive consequences for me.					
The event required an immediate response.					
I was able to influence what was occurring during the event.					
Someone other than me was influencing what was occuring.					
The event was the result of outside influences over which nobody had control.					
This is an attention check. Please select "not at all."					
I anticipated					

I anticipated that I would easily live with the unavoidable consequences of the event.					
The event clashed with my standards and ideals.					
The actions that produced the event violated laws or socially accepted norms.					
I had to pay attention to the situation.					
I tried to shut out of my mind.					
The situation required me a great deal of energy to deal with it.					

Post Emotions (Post 1)

14. Considering both your image and what you wrote, please select the emotions that are **present in your post.** *

Tick all that apply.

- [ ] Joy
- [ ] Sadness
- [ ] Disgust
- [ ] Anger
- [ ] Fear
- [ ] Surprise

15. Is the cause of the emotion(s) you felt described in the **text** of your post? *

Mark only one oval.

- ◯ Yes
- ◯ No

16. If the cause is described in the text, please copy the text describing the cause and paste it here.

_____

_____

_____

_____

_____

Post Emotion Intensity (post 1)

17. Considering both your image and what you wrote, please rate how intense each of these emotions are **in your post.** *

Mark only one oval per row.

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Joy	◯	◯	◯	◯	◯
Fear	◯	◯	◯	◯	◯
Disgust	◯	◯	◯	◯	◯
Sadness	◯	◯	◯	◯	◯
Surprise	◯	◯	◯	◯	◯
Anger	◯	◯	◯	◯	◯

Image Details (Post 1)

In this section we would like to understand the image you chose to include in your post. We are interested in why you chose that image and how it is connected to the text of the post and the event which lead to the post.

18. Please describe the content of the image by completing the following sentence: *

This is an image of ...

_____

19. Please select the description which best fits your image. If multiple choices apply to your image, please select the top-most description.

Mark only one oval.

- Meme (A graphic or photo with text overlayed, often from a prescribed format)
- Screenshot (Taken on computer, phone or tablet)
- Graphic (Painting or drawing (digital or physical), photoshoped photo, etc)
- Professional Photo (from news, sports, stock photo, marketing, etc)
- Personal Photo (taken for personal reasons by you or someone else)
- Other (No categories fit your image)

20. How much do these statements apply? *

Mark only one oval per row.

	1 - Not at all	2	3	4	5 - Extremely
The text directly describes the image.					
The text is required to understand the image.					
The image is required to understand the text.					
The image explicitly conveys the emotion you posted about.					
The text explicitly conveys the emotion you posted about.					

21. Why did you include an image alongside your text? *

Tick all that apply.

- [ ] The image communicates the content more clearly and/or quickly than text.
- [ ] The image is the focus of the post.
- [ ] Posts with images receive more engagement.
- [ ] To better attract attention.
- [ ] I prefer making posts with images.
- [ ] To trigger an emotion in the readers.

22. Is the cause of the emotion(s) you felt depicted in the image? *

Mark only one oval.

- ◯ Yes
- ◯ No

23. If yes, please briefly describe it (i.e. "the dog on the right", "my grandma, the woman in the center of the group", or "the graduation ceremony I participated in".

_____

_____

_____

_____

_____

Final Question About the Post (Post 1)

24. Does the post **require** additional context to understand? Select all that apply

Tick all that apply.

- [ ] The post requires knowledge of specific event (such as the pandemic or an election).
- [ ] The post requires knowledge of a specific group (such as a sports team or organization).
- [ ] The post requires knowledge of a specific location (such as a city or country).
- [ ] The post requires knowledge of a specific culture (such as a cultural practice or tradition).

25. Why did you make this post? (Select all that apply)

Tick all that apply.

- [ ] To advocate for something or someone (a figure, movement, idea, etc) or to convince people of something.
- [ ] To promote events, products, organizations etc.
- [ ] To communicate something about their personal life, for example using selfies, pictures of belongings (e.g., pets, clothes), etc.
- [ ] To express emotion, attachment, or admiration at an external entity or group.
- [ ] To relay information regarding a subject or event using factual language.
- [ ] To entertain using art, humor, memes, etc.
- [ ] To directly attack an individual or group.
- [ ] To be shocking or controversial.

26. Who did you intend to reach with this post? (Select all which apply)

Tick all that apply.

- [ ] Friends
- [ ] Family
- [ ] Coworkers
- [ ] Customers or clients
- [ ] Followers or fans
- [ ] Strangers

Selecting the Post (Post 2)

Now let's pick the second post to share. The post should be about an event you experienced which caused you to feel **anger**. We consider an event to be anything you experienced. This can be as simple as taking your dog for a walk, or could be a broader world events which you experience through the news, etc. It could be any experience that caused **anger** in you.

Please be sure to choose a new event/post. You will not be paid if you use multiple posts about the same event.

Please go to your social media profile/history and scroll through it, to pick a post that's related to such event.

Please only select a post for which you vividly remember both the content and the circumstance of creating/posting it.

Please select a post which contains original text, which is different from any text in the image.

27. Please copy the exact text of the post. *
Remove any personal information from the post.

Upload the Image (Post 2)

Please upload the image from the selected post. If the original post contained multiple images, please only select a single image to upload. Choose the image that you feel is most relevant to your post.

By uploading the image you agree that you have the ownership or usage rights to the photo.

28. Please use the following link to upload your image. You will receive a 3 character code. *

https://itemsurvey.nlproc.uni-bamberg.de/

Please enter the 3 digit code you received.

_____

29. What social media platform is the post from? *

Mark only one oval.

- Facebook
- Twitter
- Reddit
- Instagram
- LinkedIn
- Bluesky
- Other: _____

Event Details (Post 2)

To help us better understand the event which you chose to post about we will now ask you some questions about it.

Think back to when the event happened and recall its details. Take some time to remember it properly.

30. Please describe the event which the post describes and your feelings about it by completing the following sentence: *

I felt **anger** when/because/...

Include event details or write multiple sentences if this helps us to understand the situation.

_____

31. How long did the event last? *

Mark only one oval per row.

	Seconds	Minutes	Days	Weeks	Months
Duration	◯	◯	◯	◯	◯

32. How intense was your experience of the event? *

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely

33. How long did you experience the emotion(s) as a result of the event? *

Mark only one oval per row.

	Seconds	Minutes	Days	Weeks	Months
Duration	◯	◯	◯	◯	◯

34. How confident are you that you recall the event well? *

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely

Event Emotions (Post 2)

35. Please select the primary emotion that you felt as a result of this **event**. *

Mark only one oval.

- ◯ Joy
- ◯ Sadness
- ◯ Disgust
- ◯ Anger
- ◯ Fear
- ◯ Surprise

Event Emotion Intensity (post 2)

36. Please rate how intensely you felt each of these emotions as a result of this **event**. *

Mark only one oval per row.

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Joy					
Fear					
Disgust					
Sadness					
Surprise					
Anger					

Evaluation of the event (Post 2)

In this section we want to better understand the event which lead you to create your post.

37. Think back to when the event happened and recall its details. Take some time to remember it properly. How much do these statements apply? Some statements might not fit the event exactly, please answer to the best you can. *

Mark only one oval per row.

	1 - Not at all	2	3	4	5 - Extremely
The event was sudden or abrupt.					
The event was familar.					
I could have predicted the occurrence of the event.					
The event was pleasant for me.					
The event was unpleasant for me.					
I expected the event to have important consequences for me.					
This is an attention check. Please select "2."					
The event was caused by my own behaviour.					
The event was caused by somebody					

else's behavior.					
The event was caused by chance, special circumstances, or natural forces.					
I anticipated the consequences of the event.					
I expected positive consequences for me.					
The event required an immediate response.					
I was able to influence what was occurring during the event.					
Someone other than me was influencing what was occuring.					
The event was the result of outside influences over which nobody had control.					
I anticipated that I would					

easily live with the unavoidable consequences of the event.					
The event clashed with my standards and ideals.					
The actions that produced the event violated laws or socially accepted norms.					
I had to pay attention to the situation.					
I tried to shut the situation out of my mind.					
The situation required me a great deal of energy to deal with it.					

Post Emotions (Post 2)

38. Considering both your image and what you wrote, please select the emotions that are **present in your post**. *

Tick all that apply.

- [ ] Joy
- [ ] Sadness
- [ ] Disgust
- [ ] Anger
- [ ] Fear
- [ ] Surprise

39. Is the cause of the emotion(s) you felt described in the **text** of your post? *

Mark only one oval.

- ◯ Yes
- ◯ No

40. If the cause is described in the text, please copy the text describing the cause and paste it here.

_____

_____

_____

_____

_____

Post Emotion Intensity (post 2)

41. Considering both your image and what you wrote, please rate how intense each of these emotions are **in your post**.

Mark only one oval per row.

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Joy	◯	◯	◯	◯	◯
Fear	◯	◯	◯	◯	◯
Disgust	◯	◯	◯	◯	◯
Sadness	◯	◯	◯	◯	◯
Surprise	◯	◯	◯	◯	◯
Anger	◯	◯	◯	◯	◯

Image Details (Post 2)

In this section we would like to understand the image you chose to include in your post. We are interested in why you chose that image and how it is connected to the text of the post and the event which lead to the post.

42. Please describe the content of the image by completing the following sentence: *

This is an image of ...

_____

43. Please select the description which best fits your image. If multiple choices apply to your image, please select the top-most description.

Mark only one oval.

- Meme (A graphic or photo with text overlayed, often from a prescribed format)
- Screenshot (Taken on computer, phone or tablet)
- Graphic (Painting or drawing (digital or physical), photoshoped photo, etc)
- Professional Photo (from news, sports, stock photo, marketing, etc)
- Personal Photo (taken for personal reasons by you or someone else)
- Other (No categories fit your image)

44. How much do these statements apply? *

Mark only one oval per row.

	1 - Not at all	2	3	4	5 - Extremely
The text directly describes the image.					
The text is required to understand the image.					
The image is required to understand the text.					
The image explicitly conveys the emotion you posted about.					
The text explicitly conveys the emotion you posted about.					

45. Why did you include an image alongside your text? *

Tick all that apply.

- [ ] The image communicates the content more clearly and/or quickly than text.
- [ ] The image is the focus of the post.
- [ ] Posts with images receive more engagement.
- [ ] To better attract attention.
- [ ] I prefer making posts with images.
- [ ] To trigger an emotion in the readers.

46. Is the cause of the emotion(s) you felt depicted in the image? *

Mark only one oval.

- ◯ Yes
- ◯ No

47. If yes, please briefly describe it (i.e. "the dog on the right", "my grandma, the woman in the center of the group", or "the graduation ceremony I participated in".

_____

_____

_____

_____

_____

Final Question About the Post (Post 2)

48. Does the post **require** additional context to understand? Select all that apply

Tick all that apply.

- [ ] The post requires knowledge of specific event (such as the pandemic or an election).
- [ ] The post requires knowledge of a specific group (such as a sports team or organization).
- [ ] The post requires knowledge of a specific location (such as a city or country).
- [ ] The post requires knowledge of a specific culture (such as a cultural practice or tradition).

49. Why did you make this post? (Select all that apply)

Tick all that apply.

- [ ] To advocate for something or someone (a figure, movement, idea, etc) or to convince people of something.
- [ ] To promote events, products, organizations etc.
- [ ] To communicate something about their personal life, for example using selfies, pictures of belongings (e.g., pets, clothes), etc.
- [ ] To express emotion, attachment, or admiration at an external entity or group.
- [ ] To relay information regarding a subject or event using factual language.
- [ ] To entertain using art, humor, memes, etc.
- [ ] To directly attack an individual or group.
- [ ] To be shocking or controversial.

50. Who did you intend to reach with this post? (Select all which apply)

Tick all that apply.

- [ ] Friends
- [ ] Family
- [ ] Coworkers
- [ ] Customers or clients
- [ ] Followers or fans
- [ ] Strangers

Selecting the Post (Post 3)

Now let's pick the final post to share. The post should be about an event you experienced which caused you to feel **anger**. We consider an event to be anything you experienced. This can be as simple as taking your dog for a walk, or could be a broader world events which you experience through the news, etc. It could be any experience that caused **anger** in you.

Please be sure to choose a new event/post. You will not be paid if you use multiple posts about the same event.

Please go to your social media profile/history and scroll through it, to pick a post that's related to such event.

Please only select a post for which you vividly remember both the content and the circumstance of creating/posting it.

Please select a post which contains original text, which is different from any text in the image.

51. Please copy the exact text of the post. *
Remove any personal information from the post.

Upload the Image (Post 3)

Please upload the image from the selected post. If the original post contained multiple images, please only select a single image to upload. Choose the image that you feel is most relevant to your post.

By uploading the image you agree that you have the ownership or usage rights to the photo.

52. Please use the following link to upload your image. You will receive a 3 character code. *

https://itemsurvey.nlproc.uni-bamberg.de/

Please enter the 3 digit code you received.

_____

53. What social media platform is the post from? *

Mark only one oval.

- Facebook
- Twitter
- Reddit
- Instagram
- LinkedIn
- Bluesky
- Other: _____

Event Details (Post 3)

To help us better understand the event which you chose to post about we will now ask you some questions about it.

Think back to when the event happened and recall its details. Take some time to remember it properly.

54. Please describe the event which the post describes and your feelings about it by completing the following sentence: *

I felt **anger** when/because/...

Include event details or write multiple sentences if this helps us to understand the situation.

_____

55. How long did the event last? *

Mark only one oval per row.

	Seconds	Minutes	Days	Weeks	Months
Duration	◯	◯	◯	◯	◯

56. How intense was your experience of the event? *

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely

57. How long did you experience the emotion(s) as a result of the event? *

Mark only one oval per row.

	Seconds	Minutes	Days	Weeks	Months
Duration	◯	◯	◯	◯	◯

58. How confident are you that you recall the event well? *

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely

Event Emotions (Post 3)

59. Please select the primary emotion that you felt as a result of this **event**. *

Mark only one oval.

- ◯ Joy
- ◯ Sadness
- ◯ Disgust
- ◯ Anger
- ◯ Fear
- ◯ Surprise

Event Emotion Intensity (post 3)

60. Please rate how intensely you felt each of these emotions as a result of this **event**.

Mark only one oval per row.

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Joy	◯	◯	◯	◯	◯
Fear	◯	◯	◯	◯	◯
Disgust	◯	◯	◯	◯	◯
Sadness	◯	◯	◯	◯	◯
Surprise	◯	◯	◯	◯	◯
Anger	◯	◯	◯	◯	◯

Evaluation of the event (Post 3)

In this section we want to better understand the event which lead you to create your post.

61. Think back to when the event happened and recall its details. Take some time to remember it properly. How much do these statements apply? Some statements might not fit the event exactly, please answer to the best you can. *

Mark only one oval per row.

	1 - Not at all	2	3	4	5 - Extremely
The event was sudden or abrupt.					
The event was familar.					
I could have predicted the occurrence of the event.					
The event was pleasant for me.					
The event was unpleasant for me.					
I expected the event to have important consequences for me.					
The event was caused by my own behaviour.					
The event was caused by somebody else's behavior.					
The event was caused by chance,					

special circumstances, or natural forces.					
I anticipated the consequences of the event.					
I expected positive consequences for me.					
The event required an immediate response.					
I was able to influence what was occurring during the event.					
Someone other than me was influencing what was occuring.					
The event was the result of outside influences over which nobody had control.					
I anticipated that I would easily live with the unavoidable consequences of the event.					

The event clashed with my standards and ideals.					
The actions that produced the event violated laws or socially accepted norms.					
I had to pay attention to the situation.					
This is an attention check. Please select "Extremely"."					
I tried to shut the situation out of my mind.					
The situation required me a great deal of energy to deal with it.					

Post Emotions (Post 3)

62. Considering both your image and what you wrote, please select the emotions that are present **in your post**. *

Tick all that apply.

- [ ] Joy
- [ ] Sadness
- [ ] Disgust
- [ ] Anger
- [ ] Fear
- [ ] Surprise

63. Is the cause of the emotion(s) you felt described in the **text** of your post? *

Mark only one oval.

- ◯ Yes
- ◯ No

64. If the cause is described in the text, please copy the text describing the cause and paste it here.

_____

_____

_____

_____

_____

Post Emotion Intensity (post 3)

65. Considering both your image and what you wrote, please rate how intense each of these emotions **are in your post.** *

Mark only one oval per row.

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Joy	◯	◯	◯	◯	◯
Fear	◯	◯	◯	◯	◯
Disgust	◯	◯	◯	◯	◯
Sadness	◯	◯	◯	◯	◯
Surprise	◯	◯	◯	◯	◯
Anger	◯	◯	◯	◯	◯

Image Details (Post 3)

In this section we would like to understand the image you chose to include in your post. We are interested in why you chose that image and how it is connected to the text of the post and the event which lead to the post.

66. Please describe the content of the image by completing the following sentence: *

This is an image of ...

_____

67. Please select the description which best fits your image. If multiple choices apply to your image, please select the top-most description.

Mark only one oval.

- Meme (A graphic or photo with text overlayed, often from a prescribed format)
- Screenshot (Taken on computer, phone or tablet)
- Graphic (Painting or drawing (digital or physical), photoshoped photo, etc)
- Professional Photo (from news, sports, stock photo, marketing, etc)
- Personal Photo (taken for personal reasons by you or someone else)
- Other (No categories fit your image)

68. How much do these statements apply? *

Mark only one oval per row.

	1 - Not at all	2	3	4	5 - Extremely
The text directly describes the image.					
The text is required to understand the image.					
The image is required to understand the text.					
The image explicitly conveys the emotion you posted about.					
The text explicitly conveys the emotion you posted about.					

69. Why did you include an image alongside your text? *

Tick all that apply.

- [ ] The image communicates the content more clearly and/or quickly than text.
- [ ] The image is the focus of the post.
- [ ] Posts with images receive more engagement.
- [ ] To better attract attention.
- [ ] I prefer making posts with images.
- [ ] To trigger an emotion in the readers.

70. Is the cause of the emotion(s) you felt depicted in the image? *

Mark only one oval.

- ◯ Yes
- ◯ No

71. If yes, please briefly describe it (i.e. "the dog on the right", "my grandma, the woman in the center of the group", or "the graduation ceremony I participated in".

_____

_____

_____

_____

_____

Final Question About the Post (Post 3)

72. Does the post **require** additional context to understand? Select all that apply

Tick all that apply.

- [ ] The post requires knowledge of specific event (such as the pandemic or an election).
- [ ] The post requires knowledge of a specific group (such as a sports team or organization).
- [ ] The post requires knowledge of a specific location (such as a city or country).
- [ ] The post requires knowledge of a specific culture (such as a cultural practice or tradition).

73. Why did you make this post? (Select all that apply)

Tick all that apply.

- [ ] To advocate for something or someone (a figure, movement, idea, etc) or to convince people of something.
- [ ] To promote events, products, organizations etc.
- [ ] To communicate something about their personal life, for example using selfies, pictures of belongings (e.g., pets, clothes), etc.
- [ ] To express emotion, attachment, or admiration at an external entity or group.
- [ ] To relay information regarding a subject or event using factual language.
- [ ] To entertain using art, humor, memes, etc.
- [ ] To directly attack an individual or group.
- [ ] To be shocking or controversial.

74. Who did you intend to reach with this post? (Select all which apply)

Tick all that apply.

- [ ] Friends
- [ ] Family
- [ ] Coworkers
- [ ] Customers or clients
- [ ] Followers or fans
- [ ] Strangers

Final Questions About Your Posts

We use this information to make sure our research is reliable. What you tell us will not affect your reward.

75. I worked hard on this survey and tried to answer all questions to the best of my ability. *

Mark only one oval.

- True
- False

76. I did not use AI tools to answer the questions. *

Mark only one oval.

- True
- False

77. Which best describes the posts you provided us? Please be honest. Your response will not affect your reward. *

Mark only one oval.

- ( ) They are all real social media posts that I wrote about real events that happened in my life. *Skip to question 79*
- ( ) At least one of them is someone else's social media post.
- ( ) At least one of them is about a real event in my life, but I did not actually post it on social media.
- ( ) Other: _____

78. Which of your posts were **not** real social media posts about real events that happened in your life? *

Tick all that apply.

- [ ] Post 1
- [ ] Post 2
- [ ] Post 3
- [ ] All of the posts I provided are real social media posts about real events in my life

Feedback

We would love to hear your feedback about the study. Please leave any comments or suggestions in the box below. We strive to make this study not only successful for gathering data, but also an enjoyable experience for you the participant. Please help us to do this!

79. Please leave comments, suggestions, and feedback below.

A little more info about you.

We would like to know a bit more about you now. We have multiple similar studies on Prolific, all called “Expressing Yourself on Social Media - emotion” with the word “emotion” being replaced by an actual emotion name.

When you participate in more than one of these studies, you only need to answer the following questions once. If this is the first time you participate, please answer them (otherwise we won’t be able to approve your contribution), later you will skip this step.

80. Is this the first time you participate in one of our social media post emotion recollection studies? *

Mark only one oval.

- Yes. (Continue to final set of questions) *Skip to question 81*
- No, I have already completed this final set. (End survey)
- I am not sure. *Skip to question 81*

Demographic + Personality Questions.

As a last step, we ask you to answer some questions about yourself.

Note: if you take one of our studies in the future, you won’t fill in these sections again; if this is your first time and you don’t provide such information, we won’t be able to reward you.

81. How old are you?

_____

82. With which gender(s) do you identify?

Tick all that apply.

- [ ] Woman
- [ ] Man
- [ ] Nonbinary
- [ ] Transgender
- [ ] Other: _____

83. What is the highest level of education you completed?

Mark only one oval.

- ◯ No formal qualifications
- ◯ Secondary education
- ◯ High school
- ◯ Undergraduate degree (BA/BSc/other)
- ◯ Graduate degree (MA/MSc/MPhil/other)
- ◯ Doctorate degree (PhD/other)
- ◯ Other: _____

84. With which of the following ethnic groups do you identify the most?

Tick all that apply.

- [ ] Arab
- [ ] Asian or Asian British
- [ ] Black, Black British
- [ ] Caribbean or African
- [ ] White
- [ ] Other: _____

85. Here are a number of personality traits that may or may not apply to you. You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other. *

Mark only one oval per row.

	1 - Disagree strongly	2	3	4	5	6	7 - Agree strongly
Extraverted, enthusiastic							
Critical, quarrelsome							
Dependable, self-disciplined							
Anxious, easily upset							
Open to new experiences, complex							
Reserved, quiet							
Sympathetic, warm							
Disorganized, careless							
Calm, emotionally stable							
Conventional, uncreative							

86. Approximately how often do you use social media (browse or participate)?

Mark only one oval.

- Every day
- 4-6 days a week
- 2-3 days a week
- Once per week
- Less than once per week

87. Approximately how often do you post on social media?

Mark only one oval.

- Every day
- 4-6 days a week
- 2-3 days a week
- Once per week
- Less than once per week

88. What is your preferred social media site?

Mark only one oval.

- X (Twitter)
- Facebook
- Instagram
- Reddit
- Tiktok
- LinkedIn
- Other: _____

Does not Consent

Please return your submission on Prolific by selecting the 'Stop without completing' button.'

89. We appreciate any feedback you would like to leave us about why you opted not to participate. We use this information to improve things for future participants.

_____

_____

_____

_____

_____

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