

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME:

The real impacts of tech on teens

SAMPLE: 2,000 American children aged 11 to 17

SPLITS: Age, gender, region, time spent online (Q9)

Survey Questions:

AGE — CONTINUE IF 11 – 17

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

SQ1. Do you have any children aged...? [Select all that apply]

- a. Under 5
- b. 5-10
- c. 11-13 [Continue]
- d. 14-17 [Continue]
- e. 18 or older
- f. N/A: I am not a parent [Exclusive]

Info! The following survey needs to be taken by your child aged 11-17. Before continuing, please confirm that your child aged 11-17, or one of them, is nearby and available to take this survey.

Yes, they will take the survey from here on [CONTINUE]

No, they are not available to take this survey [TERMINATE]

SQ2. Hi kids! Please select your age from the options below. [dropdown]

11

12

13

14

15

16

17

Survey Questions:

1. How many hours of sleep do you get on a typical school night and weekend night?

a. [GRID]

b. School night

c. Weekend

i. [GRID BY]

ii. [SLIDER scale] [0 – 8] [left label 0 | right label 8 or more]

iii. Unsure

2. How often do you forget to eat meals? [select one]

a. All the time

b. Often

c. Sometimes

d. Rarely

e. Never

3. Which of the following have you ever felt peer-pressured into by your friends or peers? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

a. Smoking/vaping

b. Drinking

- c. Ditching class
- d. Vandalism
- e. Shoplifting
- f. Being online or on social media
- g. None of the above [EXCLUSIVE]

4. Have you ever felt left out by friends and peers because you weren't in the same online groups or social media platforms as them? [select one]

- a. Yes
- b. No
- c. Unsure/can't recall

5. Do you feel pressured to be on any of the below social media platforms? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Facebook
- b. Instagram
- c. Snapchat
- d. TikTok
- e. YouTube
- f. Reddit
- g. Discord
- h. BlueSky
- i. X (formerly Twitter)
- j. Threads
- k. Telegram
- l. WhatsApp
- m. Signal
- n. Roblox
- o. Other (please specify)
- p. None of the above [EXCLUSIVE]

6. How often do you worry about how many likes, comments, views, or reactions your posts receive? [select one]

- a. All the time

- b. Often
- c. Sometimes
- d. Rarely
- e. Never

7. How much pressure do you feel to respond quickly to messages, snapchats, or notifications? [select one]

- a. A massive amount of pressure
- b. A significant amount of pressure
- c. A moderate amount of pressure
- d. A small amount of pressure
- e. No pressure at all

8. When you see group chats, posts, or plans that you're not included in, how does that typically make you feel? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Happy
- b. Angry
- c. Frustrated
- d. Bored
- e. Sad
- f. Energetic
- g. Apathetic
- h. Stressed
- i. Overwhelmed
- j. Jealous
- k. Unsure/can't recall [EXCLUSIVE]

9. [SPLIT] How many hours in a typical week do you spend doing the following?

- a. [GRID]
- b. Scrolling social media
- c. Playing video games
- d. Doing homework
- e. Watching TV/movies/videos/live streams

i. **[GRID BY]**

ii. *[SLIDER]; [0 – 80] [left label 0 hours | right label 80 hours or more]*

10. How many days do you think you could go without your phone or any internet access before you'd miss it?

a. *[SLIDER] [0- 365] [left label 0 days |right label 365 days or more }*

11. Do you think having a phone makes friendships easier, harder, or about the same? [select one]

- a. Much easier
- b. Somewhat easier
- c. About the same
- d. Somewhat harder
- e. Much harder

12. How often do phones or social media posts cause arguments within your friend groups? [select one]

- a. All the time
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

13. Compared to interacting with friends in person, how does being online or on social media affect how much you can be yourself and feel understood? [select one]

- a. Much easier – I feel much more understood online
- b. Somewhat easier – I feel somewhat more understood online
- c. About the same online and in person
- d. Somewhat harder – I feel somewhat more understood in person
- e. Much harder – I feel much more understood in person

14. What content have you seen on a peer's social media that made you feel stressed? [Select all that apply] [RANDOMIZE, ANCHOR LAST 3]

- a. Violent content
- b. Sexual content
- c. Inappropriate language (curse words, racial slurs, bullying, etc.)
- d. Body image pressure
- e. Other (please specify)
- f. I have not seen something that made me feel stressed [EXCLUSIVE]
- g. Prefer not to answer / can't recall [EXCLUSIVE]

15. When friendships are strained, which feelings do you usually experience?

[select all that apply]

- a. Jealousy
- b. FOMO (fear of missing out)
- c. Stress or anxiety
- d. Worry or concern
- e. Anger or frustration
- f. Sadness or loneliness
- g. None of the above [EXCLUSIVE]

16. When your social life feels stressful, do you find yourself using your phone or tablet more or less frequently than usual? [select one]

- a. I use it much more than usual
- b. I use it somewhat more than usual
- c. I use it about the same as usual
- d. I use it somewhat less than usual
- e. I use it much less than usual

17. When you're feeling stressed about your social life, which of the following are you most likely to do online? [Pick up to 2] [RANDOMIZE, ANCHOR LAST 1]

- a. Scroll or watch videos to distract myself
- b. Message friends for support
- c. Check messages / social media frequently
- d. Post or comment more than usual
- e. Get into arguments or misunderstandings
- f. None of the above [EXCLUSIVE]

18. How often do you feel lonely, even when you're talking to friends online or in group chats?

- a. All the time
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

19. [SHOW IF Q18 = A -D] When you're feeling lonely, does being online usually help you feel better or worse? [select one]

- a. It helps me feel better
- b. It makes me feel worse
- c. A little of both
- d. It doesn't really change how I feel

20. Consider the stressful things happening in the world today (i.e., politics, world news, environmental changes, etc.). In which of the following ways have these events impacted you? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. They've made it harder for me to sleep
- b. They've made it harder for me to focus
- c. They've affected my school work
- d. They've impacted time with friends
- e. They've caused arguments with family
- f. They've triggered anxiety
- g. None of the above [EXCLUSIVE]

21. When you're feeling stressed and you're online, which of the following best describes you? [select one] [RANDOMIZE, ANCHOR LAST 1]

- a. I jump between apps a lot
- b. I get distracted easily
- c. I feel calm and focused
- d. I get irritated faster

e. None of the above

22. Which of the following have made you feel stressed or worried in the past 6 months? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. School phone bans
- b. Social media drama
- c. Recent news stories
- d. Violent content
- e. Appearance expectations or pressures from TikTok/Instagram
- f. Other (please specify)
- g. None of the above [EXCLUSIVE]

23. When you see upsetting or scary content online, how often do you continue scrolling anyway? [select one]

- a. All the time
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

24. What often triggers you to doomscroll? [Select all that apply] [RANDOMIZE, ANCHOR LAST 3]

- a. Current news / world events
- b. Friend issues
- c. Family issues
- d. Insecurities (self image, FOMO, etc.)
- e. Other (please specify)
- f. N/A: I rarely or never doomscroll [EXCLUSIVE]
- g. Prefer not to answer [EXCLUSIVE]

25. [HIDE IF Q24 = F, G] What kind of content do you find yourself doomscrolling most? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. News videos
- b. Violent content

- c. Political content
- d. Influencer conspiracies content
- e. Weight loss content
- f. Cosmetic or beauty content
- g. Other (please specify).
- h. Prefer not to answer [EXCLUSIVE]

26. How long does stressful/inappropriate content stay in your mind after you see it? [select one]

- a. A couple of minutes
- b. About an hour
- c. Most of the day
- d. At least a week
- e. N/A: I actively avoid stressful/inappropriate content

27. Have you ever intentionally avoided group chats, social media, or the news to feel less stressed? [select one]

- a. Yes
- b. No
- c. Unsure/can't recall

28. How overwhelming does the amount of information you see online feel to you? [select one]

- a. Very overwhelming
- b. Somewhat overwhelming
- c. Slightly overwhelming
- d. Not overwhelming

29. [SHOW IF Q28 = A – C] When you feel overwhelmed by what's happening in the world, what helps you feel better? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Talking to family, friends, loved ones, etc.
- b. Watching TikToks
- c. Gaming

- d. Scrolling on social media
- e. Spending time on hobbies / sports
- f. Other (please specify)
- g. Prefer not to answer [EXCLUSIVE]