

## Tutorial 1: Introduction to Data File for Use with JAMOVI Tutorials

### Brief Description of the Social Media Attitudes Study

We will be using a study we conducted in Professor Khan's Social Influence ARM class.

For the project, the class had to come up with a research question and everyone had to come up with their own hypotheses. The stimulus measures and questions were also created by the class.

The study focused on people's reactions to viral social media events. Specifically, we were interested in looking at people's reactions to what is popularly known as "Karens." The class read a research article published in 2019 by Sawaoka and Monin from Stanford called the 'Paradox of Viral Outrage.' In their studies, they found that the more people expressed moral outrage at a viral social media event- the more likely people said they were outraged too but it also led people feeling sympathy for the offender.

We were interested in seeing if people who express moral outrage at a Karen can also feel sympathy towards her and if she apologized for her offending behavior would people be less angry and less willing to punish her. So we created a scenario where participants read about a viral Karen event and then assessed people's responses.

The manipulated independent variable in our experiment was the type of apology the Karen expresses. Some participants were randomly assigned to read that the Karen made a full apology after the event went viral, some read an apology that seemed like a half apology and in the control condition, Karen makes no apology. So we have three apology conditions. (here is the design)

No Apology	Half Apology	Full Apology

We also asked our participants some demographic questions so we could see if those factors influenced their responses too. For example, maybe participants' ethnicity plays a role in their reactions.

Parts of the questionnaire below:

First- we had the consent form

Next - we asked some demographic questions like gender, ethnic background. We also asked people their political affiliation in several ways. We asked people to categorize themselves (show the political category question) but you can also ask people on a continuous scale too. We asked them to rate how conservative or liberal they were using this scale (show that question). And we asked them to rate to what extent they see themselves as social activists because we thought this might influence their reactions too. We also asked them to rate themselves on what's called a moral foundations questionnaire- we won't get too much into this but basically you can measure what are people's moral values using this scale and you can see if different people have different values that influence their level of moral outrage or sympathy towards the offender and victim in the scenario.

After that, participants were presented the scenario and her picture- we called her Kathy in the scenario but through this picture, we were thinking that people would think of her as a social media Karen. Then we had them read through some of the viral comments.

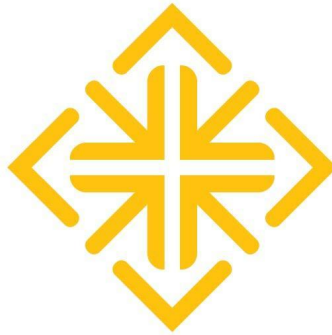
We asked participants to rate both Kathy and Maria, participant's emotional reactions to her and their emotional reactions to the viral outrage, people's reactions to Maria the victim. Then we wanted to see what consequences and punishments people would endorse.

After that people read a debriefing form and that was the end of the study. At the end of the semester, we had over 100 participants respond to our questionnaire.

**This Jamovi tutorial is a companion to a video tutorial and these materials were developed by:**

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