

## CONSENT TO PARTICIPATE IN A RESEARCH STUDY

Below is a description of the research procedures and an explanation of your rights as a research participant. You should read this information carefully. If you agree to participate, you will sign in the space provided to indicate that you have read and understand the information on this consent form. You are entitled to and will receive a copy of this form. The primary investigator is Dr. Saera Khan, KA G56. You are invited to contact the investigator or other lab personnel in the future with any comments or concerns.

**WHAT THE STUDY IS ABOUT:** The researchers are investigating how people feel about current social issues. Therefore, it is important that you respond as openly and honestly as you can while completing the questionnaires. Your responses are completely confidential. Only those directly involved in the project will have access to the data and your name will not be connected to your responses.

**WHAT WE WILL ASK YOU TO DO:** You are being asked to voluntarily complete questionnaires online. The questions will assess your reaction to various situations, as well as, how much certain factors contribute to your judgments

**DURATION AND LOCATION OF THE STUDY:** This study will take approximately 30 minutes, The study will take place online, to be completed at one's own home.

**POTENTIAL RISKS AND DISCOMFORTS:** The research procedures described above may involve the following risks and/or discomforts: There will be no costs to you as a result of taking part in this study. Should the completion of this questionnaire be too distressing, you may stop at any point of this study and you will still receive credit for your participation. The only known risks associated with these procedures are those that are part of the ordinary risk of daily life. You may experience some boredom or minimal fatigue with completing the packet. If you wish, you may choose to withdraw your consent and discontinue your participation at any time during the study without penalty.

**BENEFITS:** The possible benefits to you of participating in this study are a better understanding of how research is conducted and the knowledge that the data provided by you may help to advance science. If interested, you will have the opportunity to discuss the research with the primary investigator. Your signature on this form does not waive your legal rights of protection.

**PRIVACY/CONFIDENTIALITY:** All information is guaranteed to be confidential. Only the principal investigator has access to your responses. Your data will be used only for the purposes of this study and will remain in a password protected file. Please be assured that your identity will not be identifiable from these questionnaires. When the data are entered into a computer for analysis, they will be given a sequential ID number. Your student number is not connected to your questionnaire. No individual identities will be used in reports or publications resulting from this study. Further, all responses will be pooled for the analysis of the study and reported as group values.

**COMPENSATION/PAYMENT FOR PARTICIPATION:** You will receive 1 hour of research participation credit if you are a Psy 101 student for your completion of this study.

**VOLUNTARY NATURE OF THE STUDY:** Your participation is voluntary and you may refuse to participate without penalty or loss of benefits. Furthermore, you may skip any questions or tasks that make you uncomfortable and may discontinue your participation at any time without penalty or loss of benefits. In addition, the researcher has the right to withdraw you from participation in the study at any time.

**OFFER TO ANSWER QUESTIONS:**

If you have questions later, you should contact the principal investigator: Dr. Saera Khan, srkhan@usfca.edu. If you have questions or concerns about your rights as a participant in this

study, you may contact the University of San Francisco Institutional Review Board at IRBPHS@usfca.edu.

**gender** Gender (check one)

- Male (0)
- Female (1)
- Nonbinary/Other (2)

**age** Age (write in a number, eg., 21)

---

**religion** Religion

- Buddhist (1)
- Christian (including all forms) (2)
- Hindu (3)
- Jewish (4)
- Muslim (5)
- No Religion (6)
- Other (please write in) (7) \_\_\_\_\_

**Eng** Is English your native or first language?

- Yes (0)
- No (1)

**parentedu** Parental Education Level:

- both parents have college level degree or higher (1)
- one parent has college level degree or higher (2)
- neither parent has college level degree or higher (3)
- unknown (4)

**year** Year in school

- first (1)
- second (2)
- third (3)
- fourth or more (4)

**pol\_cat** Generally speaking, do you identify as a

- Conservative (1)
- Liberal (2)
- Progressive (3)
- Libertarian (4)
- Independent (5)

**pol\_continuum** Using the scale below please rate yourself

- Strongly Conservative (1)
- Somewhat Conservative (2)
- Slightly Conservative (3)
- Neither Conservative nor Liberal (4)
- Slightly Liberal (5)
- Somewhat Liberal (6)
- Strongly Liberal (7)

**activist** I consider myself to be a social activist

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neither agree nor disagree (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

**pol\_supp** Who did you support in the last election?

- Trump (1)
- Biden (2)
- Other (3)
- prefer not to say (4)

**ss\_eth** Please check the box that best describes your ethnicity

- Asian/Pacific Islander (1)
- Black/African American (2)
- Latinx/Latino/Latina (3)
- White/Caucasian (4)
- Middle Eastern (5)
- Multiracial/Mixed (6)
- Other (7) \_\_\_\_\_

**vig\_1** Please note that the screen will be locked for some time so that you review all of the information presented

A passerby filmed the following event and posted it online. The video starts with the interaction between two people who do not know each other, Kathy and Maria. Prior to the filming, Maria was running through a park trail when she sees bushes of edible berries. Maria picks a small branch of berries and then she is confronted by Kathy who is also walking through the park. Kathy tells her that she is destroying government property by picking off the branches of the bush. Maria denies that she is destroying the bush. Then Kathy stated that she pays for the park and for its bushes through her taxes and does not want the berry bushes ruined through Maria's berry picking. At this time, Kathy is visibly distraught and gestures wildly and

mocks Maria's denials. Kathy continues to argue and the interaction ends with Kathy yelling at Maria to, "go back where you came from."

**vig\_2** The video went viral and many people commented. Below you will have the opportunity to read through a sample of the comments along with the number of people upvoting those comments. The person who filmed the event uploaded the video of the interaction along with Kathy's facebook profile picture (see below).

**TYPE OF APOLOGY**

**Apology\_cond**

**NO APOLOGY = 1**

**apology\_1** A few days after the video was posted, Kathy was contacted by the media about her response. Kathy stated that, "I have no comment about this incident."

---

**HALF APOLOGY = 2**

**apology\_2** A few days after the video was posted, Kathy was contacted by the media about her response. Kathy stated that, "I am sorry if anyone was offended by my actions. I was only trying to protect the forest. The last 48 hours has taught me that my actions were those of someone who is not aware of the damage caused by being ignorant and naive."

---

**FULL APOLOGY = 3**

**apology\_3** A few days after the video was posted, Kathy was contacted by the media about her response. Kathy stated that, "I want to apologize directly to Maria. There are not enough words to describe how truly sorry I am for being disrespectful to her last weekend. The last 48 hours has taught me that my actions were those of someone who is not aware of the damage caused by being ignorant and naive."

**traits1-16**

*Thinking about the person who made most of the comments (Kathy), please rate her on the following qualities using this scale ranging from 1 (not at all) to 7 (very much so)*

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)
Intelligent (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Warm (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Anxious (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trump supporter (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Law abiding (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentally ill (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protective (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assertive (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Privileged (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Involved in her community (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Caring (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loyal (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Racist (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entitled (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wealthy (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Now we are interested in the extent to which the following statements describe your reactions and opinions regarding Kathy's behavior*

*Use the scale 1 (Strongly Disagree) to 7 (Strongly Agree) to answer the following questions*

- Strongly disagree (1)
- Disagree (2)
- Somewhat disagree (3)
- Neither agree nor disagree (4)
- Somewhat agree (5)
- Agree (6)
- Strongly agree (7)

**k\_anger** I feel angry at Kathy

**k\_disgust** I feel disgusted by Kathy's actions

**k\_bad** I feel bad for Kathy for receiving these online responses

**k\_sorry** I feel sorry for Kathy for receiving these online responses

**k\_relate** I can relate to why Kathy behaved the way she did in this situation

**k\_accept** I think Kathy's behavior was acceptable in this situation

**k\_thought** I think Kathy did not put much thought before into saying what she said

**k\_funny** I think Kathy was just trying to be funny

**k\_feltbad** I think that Kathy felt bad about her actions

**k\_hurt** I think that Kathy intended to hurt people with what she said

**k\_repeat** I think that Kathy will repeat her actions in the future

**k\_sincere** I think Kathy's apology was sincere



**k\_fakeapologize** I think that Kathy only apologized to protect her self-image

*Now please answer questions about the other person involved in the interaction (Maria)  
Use the scale 1 (Strongly Disagree) to 7 (Strongly Agree) to answer the following questions*

**m\_apology** I think Maria deserved an apology

**m\_sympathy** I feel sympathetic towards Maria

**m\_feel** I am concerned with Maria's feelings

**m\_angry** I think that Maria felt angry in the situation

**m\_disgust** I think Maria felt disgusted in the situation

**m\_sad** I think Maria felt sad in the situation

**m\_threat** I think Maria felt threatened in the situation

**m\_outrage** I think that Maria felt outraged by how she was treated by Kathy in this situation.

*Now we are interested in your agreement with the following consequences you think Kathy deserves*

*Use the scale 1 (Strongly Disagree) to 7 (Strongly Agree) to answer the following questions*

**k\_publish** I think Kathy deserves to have her actions published online

**k\_blame** Kathy deserves much of the blame for the responses she is receiving

**k\_reprimand** I think that Kathy deserves to be reprimanded for her actions

**k\_ban** Kathy should be banned from this location where the incident occurred

**k\_nopun** Kathy is punished enough by her own guilt and does not require further punishment

**k\_fire** Kathy should be fired from her job

**k\_fut** Kathy deserves to have future employers refuse to hire her

**k\_friend** Kathy deserves to be cut off by her friends

**k\_fam** Kathy should be cut off by family members

**k\_fine** Kathy should be fined for disruption of peace

**k\_edu** Kathy needs to be educated on why her behavior is wrong

**k\_edu2** I feel comfortable offering education to Kathy or someone like her.

**k\_comm** If you had a chance to add to viral comments what would you say (in the text box below, please type in what you would write exactly as a comment

---

**k\_opp** I think Kathy's behavior is evidence of systemic oppression against certain members of society

**call\_1** Do you endorse online call-out or cancel culture? \*Calling out means "to publicly criticize someone about something they have said or done and challenge them to explain it."

**call\_2** I would likely participate in an online calling out or canceling of Kathy described here

**K\_wealth** Compared to most people in the US, how wealthy do you think Kathy is?

- Far below average (1)
  - Moderately below average (2)
  - Slightly below average (3)
  - Average (4)
  - Slightly above average (5)
  - Moderately above average (6)
  - Far above average (7)
-

**m\_wealth** Compared to most people in the US, how wealthy do you think Maria is?

- Far below average (1)
- Moderately below average (2)
- Slightly below average (3)
- Average (4)
- Slightly above average (5)
- Moderately above average (6)
- Far above average (7)

**k\_eth** If you had to guess, what is Kathy's ethnicity?

- Asian/Pacific Islander (1)
- Black/ African American (2)
- Latinx/Latino/Latina (3)
- White/Caucasian (4)
- Middle Eastern (5)
- Multiracial/Mixed (6)
- Other (7) \_\_\_\_\_

k\_maria If you had to guess, what is Maria's ethnicity?

- Asian/Pacific Islander (1)
- Black/ African American (2)
- Latinx/Latino/Latina (3)
- White/Caucasian (4)
- Middle Eastern (5)
- Multiracial/Mixed (6)
- Other (7) \_\_\_\_\_

#### Debriefing form

The purpose of this study was to gain an understanding of USF campus culture and social media events. This survey observed the phenomenon of “calling out” in which students publicly judge others for their level of knowledge or particular stance on an issue. This survey explored multiple factors and if they had a significant influence on whether students engage in this behavior, or fear it. We greatly appreciate your participation in this survey, as it will help our understanding of campus culture and social media.