

Search, Seek, Share Survey Instrument

The focus of the data in this paper used the following items a) information search frequency; (b) active and passive use of information sources; (c) information sharing frequency; and (d) use of information-sharing networks and sources.

a) information search frequency

[InfoFreq] In the past month, how frequently have you sought information about COVID-19?

- Never
- Rarely (1-2 times)
- Occasionally (3-4 times)
- Often (5-6 times)
- Very often (more than 6 times)

b) active and passive use of information sources

Passive Information

[PassSource] For this next section, please consider the information you have heard or seen in the past month regarding COVID-19. Through which channels have you seen/heard this information? Check all that apply.

- Websites
- Radio
- TV programs (not news)
- National network TV news channels (ABC, CBS, NBC, etc.)
- National cable TV news channels (Fox News, MSNBC, CNN, etc.)
- Local TV news channels
- Print newspaper
- Check this box if you read this statement [*Attention filter*]
- Personal healthcare provider
- Facebook
- Twitter
- Instagram
- TikTok
- YouTube
- Conversations with friends or family members
- Conversations with work colleagues

Active Information

[ActSource] If you were to actively search for information about COVID-19, how likely would you be to use the following sources?

	Very Unlikely	Unlikely	Neither Likely nor Unlikely	Likely	Very Likely
1 Department of Health (DOH) websites					
2 Centers for Disease Control and Prevention (CDC) websites					
3 World Health Organization (WHO) website					
4 Internet news sources					
5 Other internet sources (e.g. WebMD)					
6 National network TV news channels (ABC, CBS, NBC, etc.)					
7 National cable TV news channels (Fox News, MSNBC, CNN, etc.)					
8 Newspaper					
9 Personal healthcare provider					
10 <i>Select "Very Likely" if you read this statement.</i>					X
13 Universities					
14 State Extension systems					
15 Communication with friends or family members					
16 Communication with colleagues					
17 Social media posts from the Department of Health (DOH)					
18 Social media posts from Centers from Disease Control and Prevention (CDC)					
19 Social media posts from the World Health Organization (WHO)					
20 Social media posts from national network TV news channels (ABC, CBS, NBC, etc.)					
21 Social media posts from national cable TV news channels (Fox News, MSNBC, CNN, etc.)					
22 Social media posts from local TV news channels					
23 Social media posts from friends or family					
24 Social media posts from work colleagues					

c) information sharing frequency*Information Sharing*

[InfoShare] Have you shared any information about COVID-19 with others in the past month?

Yes

No

[Display logic à if “yes” is selected, display following questions]

[ShareFreq] In the past month, how often have you shared information about COVID-19 with others?

Never

Rarely (1-2 times)

Occasionally (3-4 times)

Often (5-6 times)

Very often (more than 6 times)

d) use of information-sharing networks and sources.

[ShareNets] Which of the following networks have you used to share information about COVID-19 with others? Check all that apply.

Facebook

Twitter

Instagram

TikTok

YouTube

Personal communication methods (face-to face, text, phone call, etc.)

Other (text entry)

[ShareSource] When you shared information with others, what sources did that information come from? Please list the top three sources. (open response)

Source #1

Source #2

Source #3

This was a part of a larger series of surveys. More details about other survey results and communication toolkits can be found at <https://piecenter.com/covid-19>. Associated surveys are available for viewing and download at <https://piecenter.com/covid-19-instrumentation>.

Citation:

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