Bill & Melinda Gates Foundation: AI Research

Focus Group Screeners

*Hello, I’m from \_\_\_\_\_\_\_\_\_, and we are interested in talking to people to learn their opinions on some current events. May I ask you a few questions to ensure our sample is representative?*

## India

General Population

1. In what year were you born? Please respond with the full year (e.g., 1980). [TEXT BOX] [RECRUIT AN EVEN MIX ACROSS AGE GROUPS] [TERMINATE: LESS THAN 1948 / GREATER THAN 2005]
2. 18-24 [**MAX 1 PER GROUP**]
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74 [**MAX 1 PER GROUP**]
8. 75+ [TERMINATE]
9. What is your gender? [RECRUIT AN EVEN MIX]
10. Male
11. Female
12. Non-binary
13. Other (specify)
14. Prefer not to answer
15. In which state or union territory do you live? [RECRUIT A MIX REGIONALLY] [TERMINATE OUTSIDE OF DEHLI & MAHARASHTRA]
16. Andaman and Nicobar Islands
17. Andhra Pradesh
18. Arunachal Pradesh
19. Assam
20. Bihar
21. Chandigarh
22. Chhattisgarh
23. Dadra & Nagar Haveli
24. Daman & Diu
25. Delhi
26. Goa
27. Gujarat
28. Haryana
29. Himachal Pradesh
30. Jammu and Kashmir
31. Jharkhand
32. Karnataka
33. Kerala
34. Lakshadweep
35. Madhya Pradesh
36. Maharashtra
37. Manipur
38. Meghalaya
39. Mizoram
40. Nagaland
41. Odisha
42. Puducherry
43. Punjab
44. Rajasthan
45. Sikkim
46. Tamil Nadu
47. Telangana
48. Tripura
49. Uttar Pradesh
50. Uttarakhand
51. West Bengal
52. Other
53. What is the highest level of education you have completed? [RECRUIT A MIX]
54. No formal education [TERMINATE]
55. Primary school or below [TERMINATE]
56. Lower secondary school [TERMINATE]
57. Higher secondary school
58. Vocational education degree
59. University degree
60. Post-graduate degree
61. Still in full-time education [TERMINATE]

1. What is your current working status?
   1. Unemployed
   2. Employed full time
   3. Employed part time
   4. Self-employed
   5. Doing shift work for a gig-economy company
   6. Homemaker
   7. Retired [MAX OF 2]
   8. Student [MAX OF 2]
   9. Other
2. Which of the following best represents your total annual household income before taxes? [RECRUIT A MIX]
3. Less than ₹30,000
4. ₹30,000 - ₹99,999
5. ₹100,000 - ₹249,999
6. ₹250,000 - ₹499,999
7. ₹500,000 - ₹999,999
8. ₹1m - ₹1.99m
9. ₹2m - ₹3.49m
10. ₹3.5m - ₹4.9m
11. ₹5m or more
12. Prefer not to answer
13. Have you personally received at least one dose of the COVID-19 vaccine?
    1. Yes
    2. No [TERMINATE]
14. On a scale from 0 to 10, where 0 means you “hardly know anything” and 10 means you “know a lot,” how much do you know about the following organizations’ purpose and programs?
15. United Nations (UN)
16. The Bill & Melinda Gates Foundation
17. Bloomberg Philanthropies
18. Rockefeller Foundation
19. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

0-3 [TERMINATE]

4-6 [RECRUIT A MIX]

7-8 [RECRUIT A MIX]

9-10 [RECRUIT A MIX]

1. How favorable or unfavorable do you feel toward the following organizations?
2. United Nations (UN)
3. The Bill & Melinda Gates Foundation
4. Bloomberg Philanthropies
5. Rockefeller Foundation
6. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

* 1. Very favorable [**MAX OF 2 PER GROUP**]
  2. Somewhat favorable
  3. Neutral
  4. Somewhat unfavorable [**MAX OF 2 PER GROUP**]
  5. Very unfavorable [TERMINATE]

1. How often do you read the following types of coverage: [RANDOMIZE ROWS] [MUST SELECT 01-03 FOR “A” TO QUALIFY; RECRUIT A MIX]
2. Advances and news about artificial intelligence (AI)
3. Advances and news about healthcare and health-related issues
4. News about social issues
5. News about national or global financial issues
6. Every day
7. A few times a week
8. Once a week
9. Once or twice a month [**MAX OF 2 PER GROUP**]
10. Rarely [TERMINATE IF A]
11. Never [TERMINATE IF A]
12. Have you used any of the following in the last month? Select all that apply, if any. [RECRUIT AT LEAST 2 PER GROUP WHO HAVE USED ONE OF THE TOOLS]
    1. An artificial intelligence (Al) image generation system
    2. An artificial intelligence (Al) chat program, such as ChatGPT
    3. An artificial intelligence (Al) assisted internet search program
    4. I have not used any of these
13. One a scale of 0 to 10, where 0 is “*artificial intelligence offers more risks than benefits to society with its potential to negatively impact workforce employment, poses privacy risks, and stifles creativity,*” and 10 is “*artificial intelligence offers limitless opportunities to enhance society* *with its potential to improve efficiency and accuracy, accessibility, and standard of living*.” Which number best represents where your views on this topic? [RECRUIT AN EVEN MIX OF SKEPTICS AND SUPPORTERS]

0-3 Opposers **[MAX OF 2 PER GROUP]**

4-7 Neutral, mild skepticism **[CODE “SKEPTICS”]**

8-10 Supporters **[CODE “SUPPORTERS”]**

1. Thinking about the following statements, please indicate if you believe each to be definitely true, probably true, a little bit true, or not at all true. [RANDOMIZE]
2. Billionaires in the tech industry are only investing in AI to make more money and they do not care about how it will change society
3. Governments and other organizations are using AI to monitor people's behavior, track their movements, and even control their thoughts and actions
4. The ultimate goal of AI development is to create a race of super-intelligent machines that will ultimately surpass human intelligence and take control of the world
5. The development of AI is part of a larger plot to create a "new world order" in which a select few hold all the power and control over the rest of humanity
6. Definitely true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
7. Probably true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
8. A little bit true **[FOR B-D: MAX OF 2] [CODE “SKEPTICS”]** [FOR **B-D**: TERMINATE FOR TWO OR THREE ITEMS]
9. Not at all true
10. I don’t know/Unsure [TERMINATE]

Opinion Leaders

1. In what year were you born? Please respond with the full year (e.g., 1980). [TEXT BOX] [RECRUIT AN EVEN MIX ACROSS AGE GROUPS] [TERMINATE: LESS THAN 1948 / GREATER THAN 1999]
2. 18-24 [TERMINATE]
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65+ [TERMINATE]
8. What is your gender? [RECRUIT AN EVEN MIX]
9. Male
10. Female
11. Non-binary
12. Other (specify)
13. Prefer not to answer
14. In which state or union territory do you live? [RECRUIT A MIX REGIONALLY] [TERMINATE OUTSIDE OF DEHLI AND MAHARASHTRA]
15. Andaman and Nicobar Islands
16. Andhra Pradesh
17. Arunachal Pradesh
18. Assam
19. Bihar
20. Chandigarh
21. Chhattisgarh
22. Dadra & Nagar Haveli
23. Daman & Diu
24. Delhi
25. Goa
26. Gujarat
27. Haryana
28. Himachal Pradesh
29. Jammu and Kashmir
30. Jharkhand
31. Karnataka
32. Kerala
33. Lakshadweep
34. Madhya Pradesh
35. Maharashtra
36. Manipur
37. Meghalaya
38. Mizoram
39. Nagaland
40. Odisha
41. Puducherry
42. Punjab
43. Rajasthan
44. Sikkim
45. Tamil Nadu
46. Telangana
47. Tripura
48. Uttar Pradesh
49. Uttarakhand
50. West Bengal
51. Other
52. What is the highest level of education you have completed?
53. No formal education [TERMINATE]
54. Primary school or below [TERMINATE]
55. Lower secondary school [TERMINATE]
56. Higher secondary school [TERMINATE]
57. Vocational education degree [TERMINATE]
58. University degree
59. Post-graduate degree
60. Still in full-time education [TERMINATE]

1. What is your current working status?
   1. Unemployed [TERMINATE]
   2. Employed full time
   3. Employed part time
   4. Self-employed
   5. Doing shift work for a gig-economy company [TERMINATE]
   6. Homemaker [TERMINATE]
   7. Retired [MAX OF 2]
   8. Student [TERMINATE]
   9. Other [TERMINATE]
2. Which of the following best represents your total annual household income before taxes? [RECRUIT A MIX]
3. Less than ₹30,000 [TERMINATE]
4. ₹30,000 - ₹99,999 [TERMINATE]
5. ₹100,000 - ₹249,999 [TERMINATE]
6. ₹250,000 - ₹499,999 [TERMINATE]
7. ₹500,000 - ₹999,999 [MAX OF 2]
8. ₹1m - ₹1.99m
9. ₹2m - ₹3.49m
10. ₹3.5m - ₹4.9m
11. ₹5m or more
12. Prefer not to answer [TERMINATE]
13. Have you personally received at least one dose of the COVID-19 vaccine?
    1. Yes
    2. No [TERMINATE]
14. Are you registered to vote?
    1. Yes
    2. No [TERMINATE]
15. Did you vote in the 2022 general election?
16. Yes
17. No [TERMINATE]
18. Unsure [TERMINATE]
19. Which, if any, of the following activities have you have done within the last 12 months? [RANDOMIZE, MULTIPLE RESPONSES PERMITTED; MUST SELECT 2+ TO QUALIFY]
20. Written or called a politician at the local or national level
21. Attended a political rally, speech, or organised protest of any kind
22. Attended a public meeting on town or school affairs
23. Held or ran for political office
24. Served on a committee or as an officer or leader of a club or organisation, including local NGOs and self-help groups
25. Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
26. Signed a petition
27. Worked for a political party or candidate
28. Made a speech to a public audience
29. Written an article for a magazine or newspaper
30. Been an active member of any group that tries to influence public policy or government
31. Watched a political programme
32. Used social media like Facebook or Twitter to show your support for an issue through a post, share, or comment
33. None of the above [ANCHOR; EXCLUSIVE] [TERMINATE]
34. How frequently do you watch, read, or listen to news from the following outlets? [GRID; RANDOMIZE ROWS; MUST ENTER 01-03 FOR AT LEAST TWO ROWS TO QUALIFY]
35. CNN News
36. The Hindu
37. CNBC
38. The Economic Times
39. Hindustan
40. Business Standard
41. Financial Express
42. Dainik Bhaskar
43. Dainik Jagran
44. Hindu Business Line
45. Outlook
46. Navbharat Times
47. Amar Ujala
48. The New York Times
49. Mumbai Mirror
50. Financial Times
51. Every day
52. A few times a week
53. Once a week
54. Once or twice a month
55. Less than once a month
56. Never
57. On a scale from 0 to 10, where 0 means you “hardly know anything” and 10 means you “know a lot,” how much do you know about the following organizations’ purpose and programs?
58. United Nations (UN)
59. The Bill & Melinda Gates Foundation
60. Bloomberg Philanthropies
61. Rockefeller Foundation
62. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

0-3 [TERMINATE]

4-6 [RECRUIT A MIX]

7-8 [RECRUIT A MIX]

9-10 [RECRUIT A MIX]

1. How favorable or unfavorable do you feel toward the following organizations?
2. United Nations (UN)
3. The Bill & Melinda Gates Foundation
4. Bloomberg Philanthropies
5. Rockefeller Foundation
6. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

* 1. Very favorable [**MAX OF 2 PER GROUP**]
  2. Somewhat favorable
  3. Neutral
  4. Somewhat unfavorable [**MAX OF 2 PER GROUP**]
  5. Very unfavorable [TERMINATE]

1. How often do you read the following types of coverage: [RANDOMIZE ROWS] [MUST SELECT 01-03 FOR “A” TO QUALIFY]
2. Advances and news pertaining to artificial intelligence (AI)
3. Advances and news pertaining to healthcare and health-related issues
4. News pertaining to social issues
5. News pertaining to national or global financial issues
6. Every day
7. A few times a week
8. Once a week
9. Once or twice a month [TERMINATE IF A]
10. Rarely [TERMINATE IF A]
11. Never [TERMINATE IF A]
12. Have you used any of the following in the last month? Select all that apply, if any. [RECRUIT AT LEAST 2 PER GROUP WHO HAVE USED ONE OF THE TOOLS]
    1. An artificial intelligence (Al) image generation system
    2. An artificial intelligence (Al) chat program, such as ChatGPT
    3. An artificial intelligence (Al) assisted internet search program
    4. I have not used any of these
13. One a scale of 0 to 10, where 0 is “*artificial intelligence offers more risks than benefits to society with its potential to negatively impact workforce employment, poses privacy risks, and stifles creativity,*” and 10 is “*artificial intelligence offers limitless opportunities to enhance society* *with its potential to improve efficiency and accuracy, accessibility, and standard of living*.” Which number best represents where your views on this topic?

0-3 Opposers [**ASSIGN TO “SKEPTICS” GROUP**]

4-7 Neutral, mild skepticism [**ASSIGN TO “SKEPTICS” GROUP**]

8-10 Supporters [**ASSIGN TO “SUPPORTERS” GROUP**]

1. Thinking about the following statements, please indicate if you believe each to be definitely true, probably true, a little bit true, or not at all true. [RANDOMIZE]
2. Billionaires in the tech industry are only investing in AI to make more money and they do not care about how it will change society
3. Governments and other organizations are using AI to monitor people's behavior, track their movements, and even control their thoughts and actions
4. The ultimate goal of AI development is to create a race of super-intelligent machines that will ultimately surpass human intelligence and take control of the world
5. The development of AI is part of a larger plot to create a "new world order" in which a select few hold all the power and control over the rest of humanity
6. Definitely true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
7. Probably true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
8. A little bit true **[FOR B-D: MAX OF 2] [CODE “SKEPTICS”]** [FOR **B-D**: TERMINATE IF TWO OR THREE ITEMS]
9. Not at all true
10. I don’t know/Unsure [TERMINATE]

## Nigeria

General Population

1. In what year were you born? Please respond with the full year (e.g., 1980). [TEXT BOX] [RECRUIT AN EVEN MIX ACROSS AGE GROUPS] [TERMINATE: LESS THAN 1948 / GREATER THAN 2005]
2. 18-24 [**MAX 1 PER GROUP**]
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74 [**MAX 1 PER GROUP**]
8. 75+ [TERMINATE]
9. What is your gender? [RECRUIT AN EVEN MIX]
10. Male
11. Female
12. Non-binary
13. Other (specify)
14. Prefer not to answer
15. In what region do you live? [RECRUIT A MIX REGIONALLY]
16. North Central
17. North East
18. North West
19. South East
20. South South
21. South West
22. What is the highest level of education you have completed? [RECRUIT A MIX]
23. Primary school or below [TERMINATE]
24. Did not graduate from high school [TERMINATE]
25. High school or equivalent
26. Some tertiary education or diploma qualification
27. Undergraduate bachelor’s degree
28. Post-graduate degree
29. Still in full-time education [TERMINATE]

1. What is your current working status?
   1. Unemployed [TERMINATE]
   2. Employed full time
   3. Employed part time
   4. Self-employed
   5. Doing shift work for a gig-economy company
   6. Homemaker
   7. Retired [MAX OF 2]
   8. Student [MAX OF 2]
   9. Other
2. Which of the following best represents your total annual household income before taxes? [RECRUIT A MIX]
3. Less than NGN25,000
4. NGN25,000 to NGN49,999
5. NGN50,000 to NGN74,999
6. NGN75,000 to NGN99,999
7. NGN100,000 to NGN149,999
8. NGN150,000 or more
9. Prefer not to answer [TERMINATE]
10. Have you personally received at least one dose of the COVID-19 vaccine?
    1. Yes
    2. No [TERMINATE]
11. On a scale from 0 to 10, where 0 means you “hardly know anything” and 10 means you “know a lot,” how much do you know about the following organizations’ purpose and programs?
12. United Nations (UN)
13. The Bill & Melinda Gates Foundation
14. Bloomberg Philanthropies
15. Rockefeller Foundation
16. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

0-3 [TERMINATE]

4-6 [RECRUIT A MIX]

7-8 [RECRUIT A MIX]

9-10 [RECRUIT A MIX]

1. How favorable or unfavorable do you feel toward the following organizations?
2. United Nations (UN)
3. The Bill & Melinda Gates Foundation
4. Bloomberg Philanthropies
5. Rockefeller Foundation
6. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

* 1. Very favorable [**MAX OF 2 PER GROUP**]
  2. Somewhat favorable
  3. Neutral
  4. Somewhat unfavorable [**MAX OF 2 PER GROUP**]
  5. Very unfavorable [TERMINATE]

1. How often do you read the following types of coverage: [RANDOMIZE ROWS] [MUST SELECT 01-03 FOR “A” TO QUALIFY; RECRUIT A MIX]
2. Advances and news about artificial intelligence (AI)
3. Advances and news about healthcare and health-related issues
4. News about social issues
5. News about national or global financial issues
6. Every day
7. A few times a week
8. Once a week
9. Once or twice a month [**MAX OF 2 PER GROUP**]
10. Rarely [TERMINATE IF A]
11. Never [TERMINATE IF A]
12. Have you used any of the following in the last month? Select all that apply, if any. [RECRUIT AT LEAST 2 PER GROUP WHO HAVE USED ONE OF THE TOOLS]
    1. An artificial intelligence (Al) image generation system
    2. An artificial intelligence (Al) chat program, such as ChatGPT
    3. An artificial intelligence (Al) assisted internet search program
    4. I have not used any of these
13. One a scale of 0 to 10, where 0 is “*artificial intelligence offers more risks than benefits to society with its potential to negatively impact workforce employment, poses privacy risks, and stifles creativity,*” and 10 is “*artificial intelligence offers limitless opportunities to enhance society* *with its potential to improve efficiency and accuracy, accessibility, and standard of living*.” Which number best represents where your views on this topic? [RECRUIT AN EVEN MIX OF SKEPTICS AND SUPPORTERS]

0-3 Opposers **[MAX OF 2 PER GROUP]**

4-7 Neutral, mild skepticism **[CODE “SKEPTICS”]**

8-10 Supporters **[CODE “SUPPORTERS”]**

1. Thinking about the following statements, please indicate if you believe each to be definitely true, probably true, a little bit true, or not at all true. [RANDOMIZE]
2. Billionaires in the tech industry are only investing in AI to make more money and they do not care about how it will change society
3. Governments and other organizations are using AI to monitor people's behavior, track their movements, and even control their thoughts and actions
4. The ultimate goal of AI development is to create a race of super-intelligent machines that will ultimately surpass human intelligence and take control of the world
5. The development of AI is part of a larger plot to create a "new world order" in which a select few hold all the power and control over the rest of humanity
6. Definitely true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
7. Probably true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
8. A little bit true **[FOR B-D: MAX OF 2] [CODE “SKEPTICS”]** [FOR **B-D**: TERMINATE IF ~~08 FOR~~ TWO OR THREE ITEMS]
9. Not at all true
10. I don’t know/Unsure [TERMINATE]

Opinion Leaders

1. In what year were you born? Please respond with the full year (e.g., 1980). [TEXT BOX] [RECRUIT AN EVEN MIX ACROSS AGE GROUPS] [TERMINATE: LESS THAN 1948 / GREATER THAN 1999]
2. 18-24 [TERMINATE]
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65+ [TERMINATE]
8. What is your gender? [RECRUIT AN EVEN MIX]
9. Male
10. Female
11. Non-binary
12. Other (specify)
13. Prefer not to answer
14. In what region do you live? [RECRUIT A MIX REGIONALLY]
15. North Central
16. North East
17. North West
18. South East
19. South South
20. South West
21. What is the highest level of education you have completed?
    1. Primary school or below [TERMINATE]
    2. Did not graduate from high school [TERMINATE]
    3. High school or equivalent [TERMINATE]
    4. Some tertiary education or diploma qualification [MAX OF 2]
    5. Undergraduate bachelor’s degree
    6. Post-graduate degree
    7. Still in full-time education [TERMINATE]

1. What is your current working status?
   1. Unemployed [TERMINATE]
   2. Employed full time
   3. Employed part time
   4. Self-employed
   5. Doing shift work for a gig-economy company [TERMINATE]
   6. Homemaker [TERMINATE]
   7. Retired [MAX OF 2]
   8. Student [TERMINATE]
   9. Other [TERMINATE]
2. Which of the following best represents your total annual household income before taxes? [RECRUIT A MIX]
3. Less than NGN25,000 [TERMINATE]
4. NGN25,000 to NGN49,999 [TERMINATE]
5. NGN50,000 to NGN74,999 [TERMINATE]
6. NGN75,000 to NGN99,999 [TERMINATE]
7. NGN100,000 to NGN149,999
8. NGN150,000 or more
9. Prefer not to answer [TERMINATE]
10. Have you personally received at least one dose of the COVID-19 vaccine?
    1. Yes
    2. No [TERMINATE]
11. Are you registered to vote?
    1. Yes
    2. No [TERMINATE]
12. Which, if any, of the following activities have you have done within the last 12 months? [RANDOMIZE, MULTIPLE RESPONSES PERMITTED; MUST SELECT 2+ TO QUALIFY]
13. Written or called a politician at the local or national level
14. Attended a political rally, speech, or organised protest of any kind
15. Attended a public meeting on town or school affairs
16. Held or ran for political office
17. Served on a committee or as an officer or leader of a club or organisation, including local NGOs and self-help groups
18. Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
19. Signed a petition
20. Worked for a political party or candidate
21. Made a speech to a public audience
22. Written an article for a magazine or newspaper
23. Been an active member of any group that tries to influence public policy or government
24. Watched a political program
25. Used social media like Facebook or Twitter to show your support for an issue through a post, share, or comment
26. None of the above [ANCHOR; EXCLUSIVE] [TERMINATE]
27. How frequently do you watch, read, or listen to news from the following outlets? [GRID; RANDOMIZE ROWS; MUST ENTER 01-02 FOR AT LEAST TWO ROWS TO QUALIFY]
28. Leadership Newspaper
29. National Mirror
30. The Guardian
31. Nigeria Tribune
32. THISDAY
33. Sun News
34. Sahara Reporters
35. The National Online
36. The Punch
37. Vanguard
38. The Wall Street Journal
39. BBC News
40. The News York Times
41. Naij.com
42. The Nation
43. Premium Times
44. Daily Trust
45. 24/7 Nigerian News Update
46. The Cable
47. PM News
48. News 24
49. Ynaija.com
50. Blueprint Newspaper
51. Business Day
52. People’s Daily
53. Daily Champion
54. Daily Times
55. Daily Post
56. Every day
57. A few times a week
58. Once a week
59. Once or twice a month
60. Less than once a month
61. Never
62. On a scale from 0 to 10, where 0 means you “hardly know anything” and 10 means you “know a lot,” how much do you know about the following organizations’ purpose and programs?
63. United Nations (UN)
64. The Bill & Melinda Gates Foundation
65. Bloomberg Philanthropies
66. Rockefeller Foundation
67. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

0-3 [TERMINATE]

4-6 [RECRUIT A MIX]

7-8 [RECRUIT A MIX]

9-10 [RECRUIT A MIX]

1. How favorable or unfavorable do you feel toward the following organizations?
2. United Nations (UN)
3. The Bill & Melinda Gates Foundation
4. Bloomberg Philanthropies
5. Rockefeller Foundation
6. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

* 1. Very favorable [**MAX OF 2 PER GROUP**]
  2. Somewhat favorable
  3. Neutral
  4. Somewhat unfavorable [**MAX OF 2 PER GROUP**]
  5. Very unfavorable [TERMINATE]

1. How often do you read the following types of coverage: [RANDOMIZE ROWS] [MUST SELECT 01-03 FOR “A” TO QUALIFY]
2. Advances and news pertaining to artificial intelligence (AI)
3. Advances and news pertaining to healthcare and health-related issues
4. News pertaining to social issues
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6. Every day
7. A few times a week
8. Once a week
9. Once or twice a month [TERMINATE IF A]
10. Rarely [TERMINATE IF A]
11. Never [TERMINATE IF A]
12. Have you used any of the following in the last month? Select all that apply, if any. [RECRUIT AT LEAST 2 PER GROUP WHO HAVE USED ONE OF THE TOOLS]
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13. One a scale of 0 to 10, where 0 is “*artificial intelligence offers more risks than benefits to society with its potential to negatively impact workforce employment, poses privacy risks, and stifles creativity,*” and 10 is “*artificial intelligence offers limitless opportunities to enhance society* *with its potential to improve efficiency and accuracy, accessibility, and standard of living*.” Which number best represents where your views on this topic?

0-3 Opposers [**ASSIGN TO “SKEPTICS” GROUP**]

4-7 Neutral, mild skepticism [**ASSIGN TO “SKEPTICS” GROUP**]

8-10 Supporters [**ASSIGN TO “SUPPORTERS” GROUP**]

1. Thinking about the following statements, please indicate if you believe each to be definitely true, probably true, a little bit true, or not at all true. [RANDOMIZE]
2. Billionaires in the tech industry are only investing in AI to make more money and they do not care about how it will change society
3. Governments and other organizations are using AI to monitor people's behavior, track their movements, and even control their thoughts and actions
4. The ultimate goal of AI development is to create a race of super-intelligent machines that will ultimately surpass human intelligence and take control of the world
5. The development of AI is part of a larger plot to create a "new world order" in which a select few hold all the power and control over the rest of humanity
6. Definitely true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
7. Probably true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
8. A little bit true **[FOR B-D: MAX OF 2] [CODE “SKEPTICS”]** [FOR **B-D**: TERMINATE IF TWO OR THREE ITEMS]
9. Not at all true
10. I don’t know/Unsure [TERMINATE]

## Germany

General Population

1. In what year were you born? Please respond with the full year (e.g., 1980). [TEXT BOX] [RECRUIT AN EVEN MIX ACROSS AGE GROUPS] [TERMINATE: LESS THAN 1948 / GREATER THAN 2005]
2. 18-24 [**MAX 1 PER GROUP**]
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74 [**MAX 1 PER GROUP**]
8. 75+ [TERMINATE]
9. What is your gender? [RECRUIT AN EVEN MIX]
10. Male
11. Female
12. Non-binary
13. Other (specify)
14. Prefer not to answer
15. In which area do you live? [RECRUIT A MIX REGIONALLY]
16. Baden-Württemberg
17. Bavaria
18. Berlin
19. Brandenburg
20. Bremen
21. Hamburg
22. Hesse
23. Mecklenburg-Vorpommern
24. Lower Saxony
25. North Rhine-Westphalia
26. Rhineland-Palatinate
27. Saarland
28. Saxony
29. Saxony-Anhalt
30. Schleswig-Holstein
31. Thuringia
32. What is the highest level of education you have completed? [RECRUIT A MIX]
33. Primary school or below [TERMINATE]
34. Did not graduate from high school [TERMINATE]
35. High school or equivalent
36. Some tertiary education or diploma qualification
37. Undergraduate bachelor’s degree
38. Post-graduate degree
39. Still in full-time education [TERMINATE]

1. What is your current working status?
   1. Unemployed [TERMINATE]
   2. Employed full time
   3. Employed part time
   4. Self-employed
   5. Doing shift work for a gig-economy company
   6. Homemaker
   7. Retired [MAX OF 2]
   8. Student [MAX OF 2]
   9. Other
2. Which of the following best represents your total annual household income before taxes? [RECRUIT A MIX]
3. Up to €14,000
4. €14,001 to €28,000
5. €28,001 to €41,000
6. €41,001 to €55,000
7. €55,001 to €69,000
8. €69,001 to €83,000
9. €83,001 or more
10. Prefer not to answer
11. Have you personally received at least one dose of the COVID-19 vaccine?
    1. Yes
    2. No [TERMINATE]
12. On a scale from 0 to 10, where 0 means you “hardly know anything” and 10 means you “know a lot,” how much do you know about the following organizations’ purpose and programs?
13. United Nations (UN)
14. The Bill & Melinda Gates Foundation
15. Bloomberg Philanthropies
16. Rockefeller Foundation
17. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

0-3 [TERMINATE]

4-6 [RECRUIT A MIX]

7-8 [RECRUIT A MIX]

9-10 [RECRUIT A MIX]

1. How favorable or unfavorable do you feel toward the following organizations?
2. United Nations (UN)
3. The Bill & Melinda Gates Foundation
4. Bloomberg Philanthropies
5. Rockefeller Foundation
6. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

* 1. Very favorable [**MAX OF 2 PER GROUP**]
  2. Somewhat favorable
  3. Neutral
  4. Somewhat unfavorable [**MAX OF 2 PER GROUP**]
  5. Very unfavorable [TERMINATE]

1. How often do you read the following types of coverage: [RANDOMIZE ROWS] [MUST SELECT 01-03 FOR “A” TO QUALIFY; RECRUIT A MIX]
2. Advances and news about artificial intelligence (AI)
3. Advances and news about healthcare and health-related issues
4. News about social issues
5. News about national or global financial issues
6. Every day
7. A few times a week
8. Once a week
9. Once or twice a month [**MAX OF 2 PER GROUP**]
10. Rarely [TERMINATE IF A]
11. Never [TERMINATE IF A]
12. Have you used any of the following in the last month? Select all that apply, if any. [RECRUIT AT LEAST 2 PER GROUP WHO HAVE USED ONE OF THE TOOLS]
    1. An artificial intelligence (Al) image generation system
    2. An artificial intelligence (Al) chat program, such as ChatGPT
    3. An artificial intelligence (Al) assisted internet search program
    4. I have not used any of these
13. One a scale of 0 to 10, where 0 is “*artificial intelligence offers more risks than benefits to society with its potential to negatively impact workforce employment, poses privacy risks, and stifles creativity,*” and 10 is “*artificial intelligence offers limitless opportunities to enhance society* *with its potential to improve efficiency and accuracy, accessibility, and standard of living*.” Which number best represents where your views on this topic? [RECRUIT AN EVEN MIX OF SKEPTICS AND SUPPORTERS]

0-3 Opposers **[MAX OF 2 PER GROUP]**

4-7 Neutral, mild skepticism **[CODE “SKEPTICS”]**

8-10 Supporters **[CODE “SUPPORTERS”]**

1. Thinking about the following statements, please indicate if you believe each to be definitely true, probably true, a little bit true, or not at all true. [RANDOMIZE]
2. Billionaires in the tech industry are only investing in AI to make more money and they do not care about how it will change society
3. Governments and other organizations are using AI to monitor people's behavior, track their movements, and even control their thoughts and actions
4. The ultimate goal of AI development is to create a race of super-intelligent machines that will ultimately surpass human intelligence and take control of the world
5. The development of AI is part of a larger plot to create a "new world order" in which a select few hold all the power and control over the rest of humanity
6. Definitely true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
7. Probably true **[FOR A: MAX OF 2 ACROSS 01-02]** [FOR **B-D**: TERMINATE]
8. A little bit true **[FOR B-D: MAX OF 2] [CODE “SKEPTICS”]** [FOR **B-D**: TERMINATE IF TWO OR THREE ITEMS]
9. Not at all true
10. I don’t know/Unsure [TERMINATE]

Opinion Leaders

1. In what year were you born? Please respond with the full year (e.g., 1980). [TEXT BOX] [RECRUIT AN EVEN MIX ACROSS AGE GROUPS] [TERMINATE: LESS THAN 1948 / GREATER THAN 1999]
2. 18-24 [TERMINATE]
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65+ [TERMINATE]
8. What is your gender? [RECRUIT AN EVEN MIX]
9. Male
10. Female
11. Non-binary
12. Other (specify)
13. Prefer not to answer
14. In what region do you live? [RECRUIT A MIX REGIONALLY]
15. Baden-Württemberg
16. Bavaria
17. Berlin
18. Brandenburg
19. Bremen
20. Hamburg
21. Hesse
22. Mecklenburg-Vorpommern
23. Lower Saxony
24. North Rhine-Westphalia
25. Rhineland-Palatinate
26. Saarland
27. Saxony
28. Saxony-Anhalt
29. Schleswig-Holstein
30. Thuringia
31. What is the highest level of education you have completed?
32. Primary school or below [TERMINATE]
33. Lower-secondary graduate [TERMINATE]
34. Upper-secondary graduate [TERMINATE]
35. Vocational education degree [TRMINATE]
36. University degree
37. Post-graduate degree
38. Still in full-time education [TERMINATE]

1. What is your current working status?
   1. Unemployed [TERMINATE]
   2. Employed full time
   3. Employed part time
   4. Self-employed
   5. Doing shift work for a gig-economy company [TERMINATE]
   6. Homemaker [TERMINATE]
   7. Retired [MAX OF 2]
   8. Student [TERMINATE]
   9. Other [TERMINATE]
2. Which of the following best represents your total annual household income before taxes? [RECRUIT A MIX]
3. Up to €14,000 [TERMINATE]
4. €14,001 to €28,000 [TERMINATE]
5. €28,001 to €41,000 [TERMINATE]
6. €41,001 to €55,000
7. €55,001 to €69,000
8. €69,001 to €83,000
9. €83,001 or more
10. Prefer not to answer [TERMINATE]
11. Have you personally received at least one dose of the COVID-19 vaccine?
    1. Yes
    2. No [TERMINATE]
12. Which party did you vote for in the in the 2021 General Election? [RECRUIT A MIX]
    1. Social Democratic Party (SDP)
    2. Free Democratic Party (FDP)
    3. Christian Democratic Union (CDU)
    4. Christian Social Union (CSU)
    5. The Greens
    6. Another party
    7. I did not vote [TERMINATE]
13. Which, if any, of the following activities have you have done within the last 12 months? [RANDOMIZE, MULTIPLE RESPONSES PERMITTED; MUST SELECT 2+ TO QUALIFY]
14. Written or called a politician at the local or national level
15. Attended a political rally, speech, or organised protest of any kind
16. Attended a public meeting on town or school affairs
17. Held or ran for political office
18. Served on a committee or as an officer or leader of a club or organisation
19. Written a letter to the editor of a newspaper or magazine or called a live radio or TV show to express an opinion
20. Signed a petition
21. Worked for a political party or candidate
22. Made a speech to a public audience
23. Written an article for a magazine or newspaper
24. Been an active member of any group that tries to influence public policy or government
25. Watched Sunday morning political programmes such as Sunday Morning Live or Sunday Politics
26. Used social media like Facebook or Twitter to show your support for an issue through a post, share, or comment
27. None of the above [ANCHOR; EXCLUSIVE] [TERMINATE]
28. How frequently do you watch, read, or listen to news from the following outlets? [GRID; RANDOMIZE ROWS; MUST ENTER 01-02 FOR AT LEAST TWO ROWS TO QUALIFY]
29. Börsen-Zeitung
30. Handelsblatt
31. WirtschaftsWoche
32. Manager Magazin
33. Focus/Focus Money
34. Capital
35. The Economist
36. The Wall Street Journal
37. The New York Times
38. Financial Times
39. Bloomberg
40. Brand Eins
41. Impulse
42. Frankfurter Allgemeine Zeitung
43. Süddeutsche Zeitung
44. Die Welt
45. Der Spiegel
46. Die Zeit
47. Tagesspiegel
48. Stern
49. Every day
50. Most days
51. A few times a week
52. Once a week
53. Once or twice a month
54. Less than once a month
55. Never
56. On a scale from 0 to 10, where 0 means you “hardly know anything” and 10 means you “know a lot,” how much do you know about the following organizations’ purpose and programs?
57. United Nations (UN)
58. The Bill & Melinda Gates Foundation
59. Bloomberg Philanthropies
60. Rockefeller Foundation
61. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

0-3 [TERMINATE]

4-6 [RECRUIT A MIX]

7-8 [RECRUIT A MIX]

9-10 [RECRUIT A MIX]

1. How favorable or unfavorable do you feel toward the following organizations?
2. United Nations (UN)
3. The Bill & Melinda Gates Foundation
4. Bloomberg Philanthropies
5. Rockefeller Foundation
6. Doctors without Borders

*For the Bill & Melinda Gates Foundation:*

* 1. Very favorable [**MAX OF 2 PER GROUP**]
  2. Somewhat favorable
  3. Neutral
  4. Somewhat unfavorable [**MAX OF 2 PER GROUP**]
  5. Very unfavorable [TERMINATE]

1. How often do you read the following types of coverage: [RANDOMIZE ROWS] [MUST SELECT 01-03 FOR “A” TO QUALIFY]
2. Advances and news pertaining to artificial intelligence (AI)
3. Advances and news pertaining to healthcare and health-related issues
4. News pertaining to social issues
5. News pertaining to national or global financial issues
6. Every day
7. A few times a week
8. Once a week
9. Once or twice a month [TERMINATE IF A]
10. Rarely [TERMINATE IF A]
11. Never [TERMINATE IF A]
12. Have you used any of the following in the last month? Select all that apply, if any. [RECRUIT AT LEAST 2 PER GROUP WHO HAVE USED ONE OF THE TOOLS]
    1. An artificial intelligence (Al) image generation system
    2. An artificial intelligence (Al) chat program, such as ChatGPT
    3. An artificial intelligence (Al) assisted internet search program
    4. I have not used any of these
13. One a scale of 0 to 10, where 0 is “*artificial intelligence offers more risks than benefits to society with its potential to negatively impact workforce employment, poses privacy risks, and stifles creativity,*” and 10 is “*artificial intelligence offers limitless opportunities to enhance society* *with its potential to improve efficiency and accuracy, accessibility, and standard of living*.” Which number best represents where your views on this topic?

0-3 Opposers [**ASSIGN TO “SKEPTICS” GROUP**]

4-7 Neutral, mild skepticism [**ASSIGN TO “SKEPTICS” GROUP**]

8-10 Supporters [**ASSIGN TO “SUPPORTERS” GROUP**]

1. Thinking about the following statements, please indicate if you believe each to be definitely true, probably true, a little bit true, or not at all true. [RANDOMIZE]
2. Billionaires in the tech industry are only investing in AI to make more money and they do not care about how it will change society
3. Governments and other organizations are using AI to monitor people's behavior, track their movements, and even control their thoughts and actions
4. The ultimate goal of AI development is to create a race of super-intelligent machines that will ultimately surpass human intelligence and take control of the world
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8. A little bit true **[FOR B-D: MAX OF 2] [CODE “SKEPTICS”]** [FOR **B-D**: TERMINATE IF TWO OR THREE ITEMS]
9. Not at all true
10. I don’t know/Unsure [TERMINATE]

*We are conducting an informal group discussion on AI, and your views would be valuable in helping us better understand how people view AI’s role and impact in society today. The discussion will take place via an online video call on (INSERT DATE) at (TIME) and will last approximately 90 minutes. There will be no attempt to sell you anything. We are simply interested in your opinions. We will pay you $\_\_\_\_\_\_\_\_\_\_\_\_ as a way of thanking you for participating. Would you be interested in attending?*

***Online technology questions- to be asked to qualified respondents.***

The discussion we would like you to participate in will take place online.  The next few questions will involve technology – please answer these questions considering the location and computer you will be joining the interview from.

1. Do you currently have access to *highspeed* internet – again considering the location and computer you will be joining the interview from?

[    ] Yes

[    ] No **TERMINATE**

1. Considering the location and computer you will be joining the interview from, what type of computer will you be using?

[ ] Laptop

[ ] Desktop

1. What type is your operating system?

[ ] Windows

[ ] Mac

[ ] Chromebook/Browser based laptop

[ ] Linux Laptop/desktop - **TERMINATE**

[ ] Tablet/mobile device – **TERMINATE  
RECORD INFO ON PROFILES**

1. **Windows users only:** Does the computer you will be joining the interview from run Windows 64 bit or 32 bit?

*Windows 10 PC, you can right click the start menu, click System, and look for the “System Type” on the screen there.*

*Windows 7 PC, you can open start, right click Computer, click properties to see the same thing.*

[ ] Windows 10 or above- 32/64 bit

[ ] Anything below Windows 10 **TERMINATE**

1. **MAC users only**: What operating system (iOS) does the computer you will be joining the interview from currently have?

*From the Apple menu in the corner of your screen, choose About This Mac. You should see the macOS name, such as macOS Big Sur, followed by its version number*.

[ ] macOS 10.13: High Sierra (Lobo) or above

[ ] Anything below 10.13 - **TERMINATE**

1. Considering the location and computer you will be joining the interview from; do you currently have a working webcam (whether built in or plug in)?

[ ] Yes

[  ] No- **HOLD FOR CLIENT REVIEW/APPROVAL  
*(Note: Please get client approval first for those without a webcam. They will still be able to participate, but we will simply not see their image on the screen. We cannot ship webcams at this time.)***

1. Do you have access to an active email account?

[    ] Yes – **RECORD CAREFULLY \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

[    ] No **TERMINATE**

**This account is where we will send your confirmation email with important instructions on how to join the session.**

1. What internet browser do you use?   ­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**INTERNET EXPLORER IS NOT SUPPORTED AT ALL – ONLY CONTINUE WITH RESPONDENT IF THEY ARE WILLING TO DOWNLOAD A COMPAPITABLE BROWSER  
CHROME, FIREFOX, EDGE, AND SAFARI ARE COMPATIBLE. ALL OTHERS HOLD AND CHECK WITH WEBWORK**

1. ***If Internet Explorer is their answer:*** Would you be willing to download another browser to use for the test/live session?

[ ] YES- **CONTINUE**

[ ] NO- **TERMINATE**

1. We will need to test your connection and webcam prior to the interview.  You will be provided links to conduct these tests and will need to take a screen shot once they have been completed so we have recorded everything was working properly. Will you be able to do this?

[ ] Yes

[ ] No- **Hold**

**You will receive a confirmation that includes directions on how to complete the webcam test as well as join the online interview. That confirmation document will be sent to your email address – can you please confirm that address**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CONFIRM EMAIL ADDRESS**

**You’ll be asked to logon 15 minutes before your session begins.**

**If you attempt to join using a tablet (unless specifically approved) or mobile device, you will not be able to participate.**

It would ideal for you to use a hands-free phone headset during the discussion.  If you will be using a cell phone, make sure it will be fully charged along with a charger nearby in case the phone battery dies. You may be asked to complete certain activities during your live interview, which could involve use of your mouse or keyboard. If you prefer to use an external mouse instead of the built-in mouse touch pad on your laptop to complete exercises on your computer, please make sure you have one on hand and available to you.

Please note that even though this interview will be taking place from your home or office we will need to make sure that we have your full attention.  Should you be distracted with email, phone calls, visitors, or family you will be asked to leave the interview and you will not be paid.