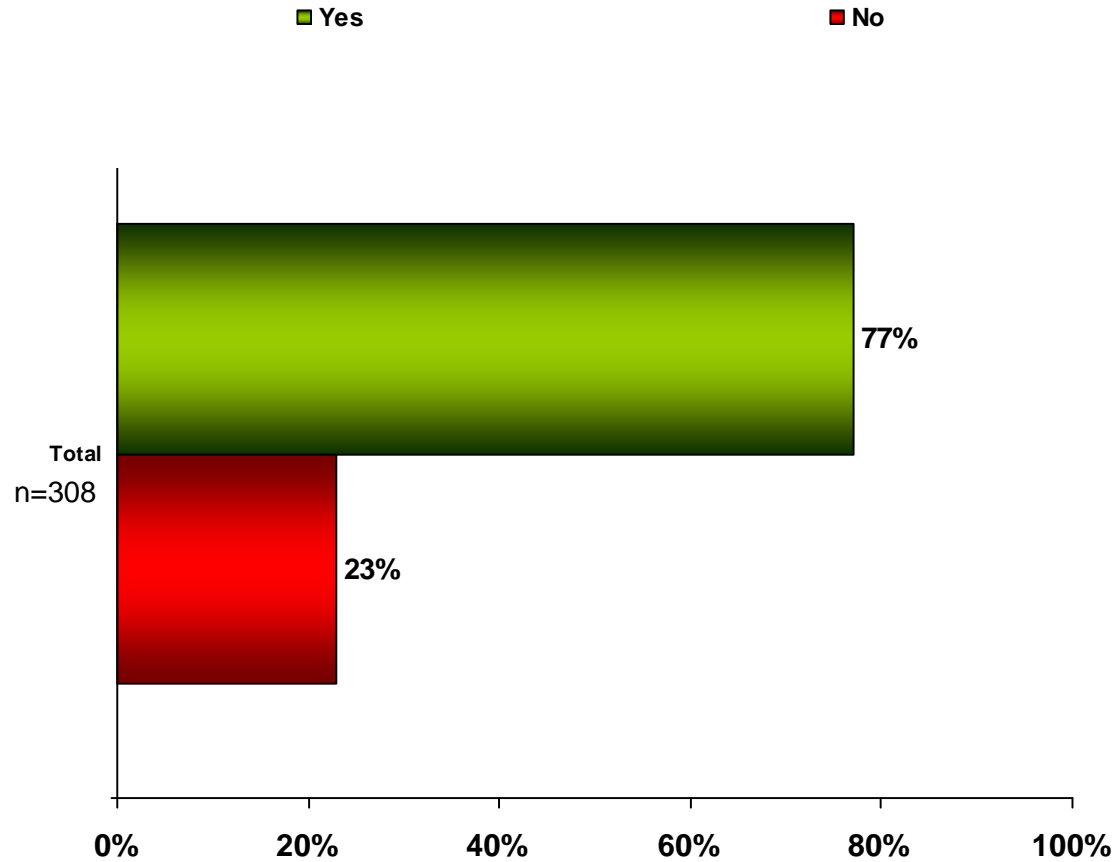
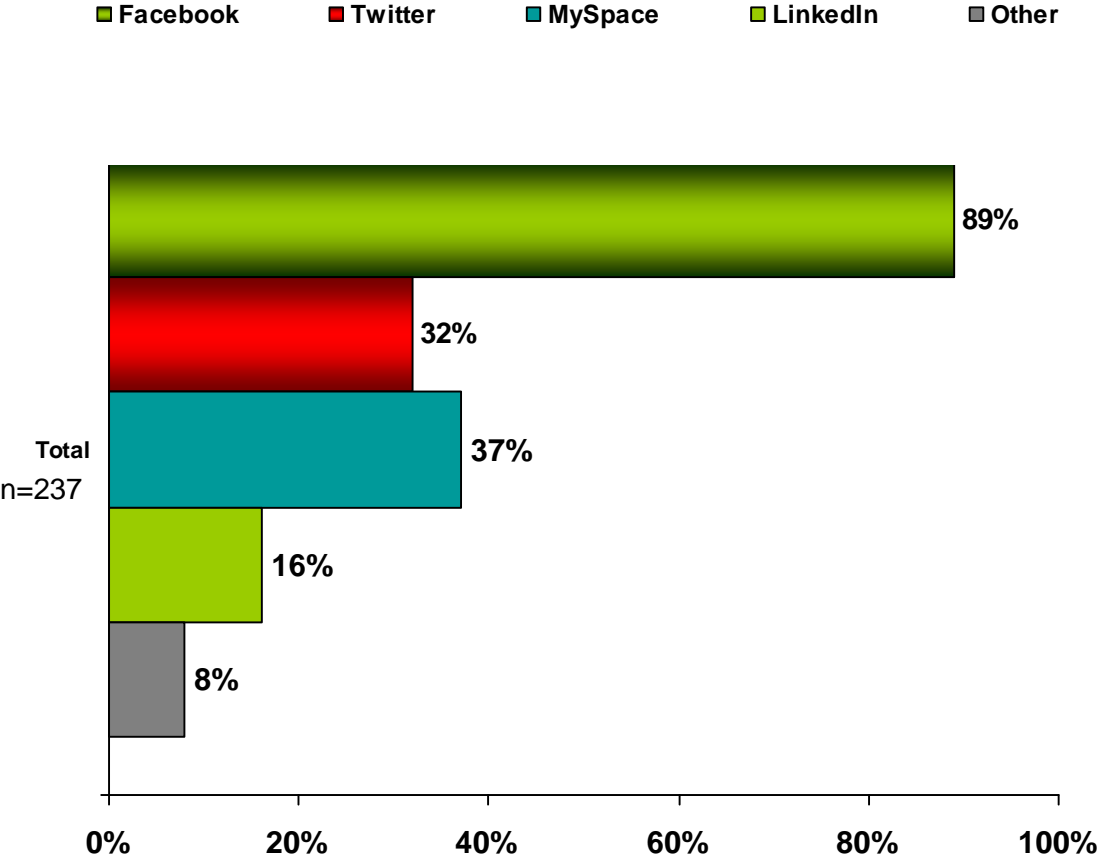


Do you use any form of social media (Facebook, Twitter, MySpace, LinkedIn, etc.)?

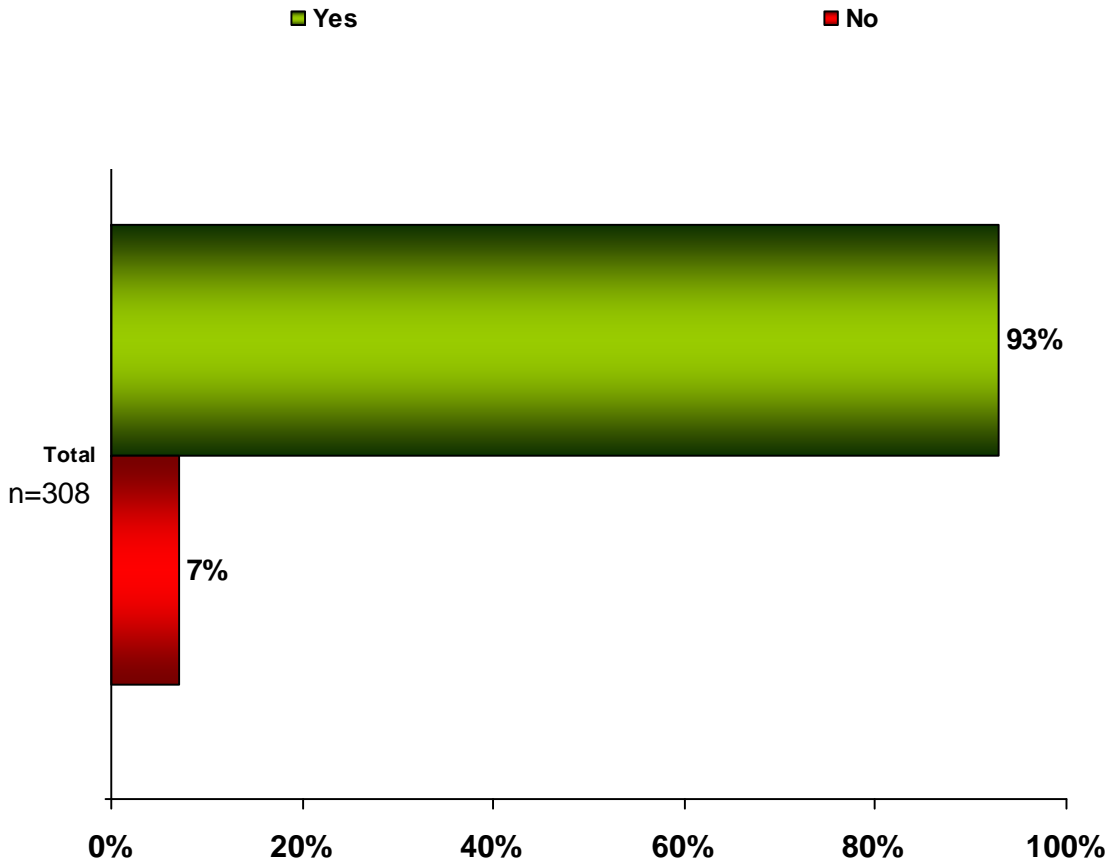


Percentages may not equal 100 due to rounding

Please indicate all social media sites you use. Select all that apply.

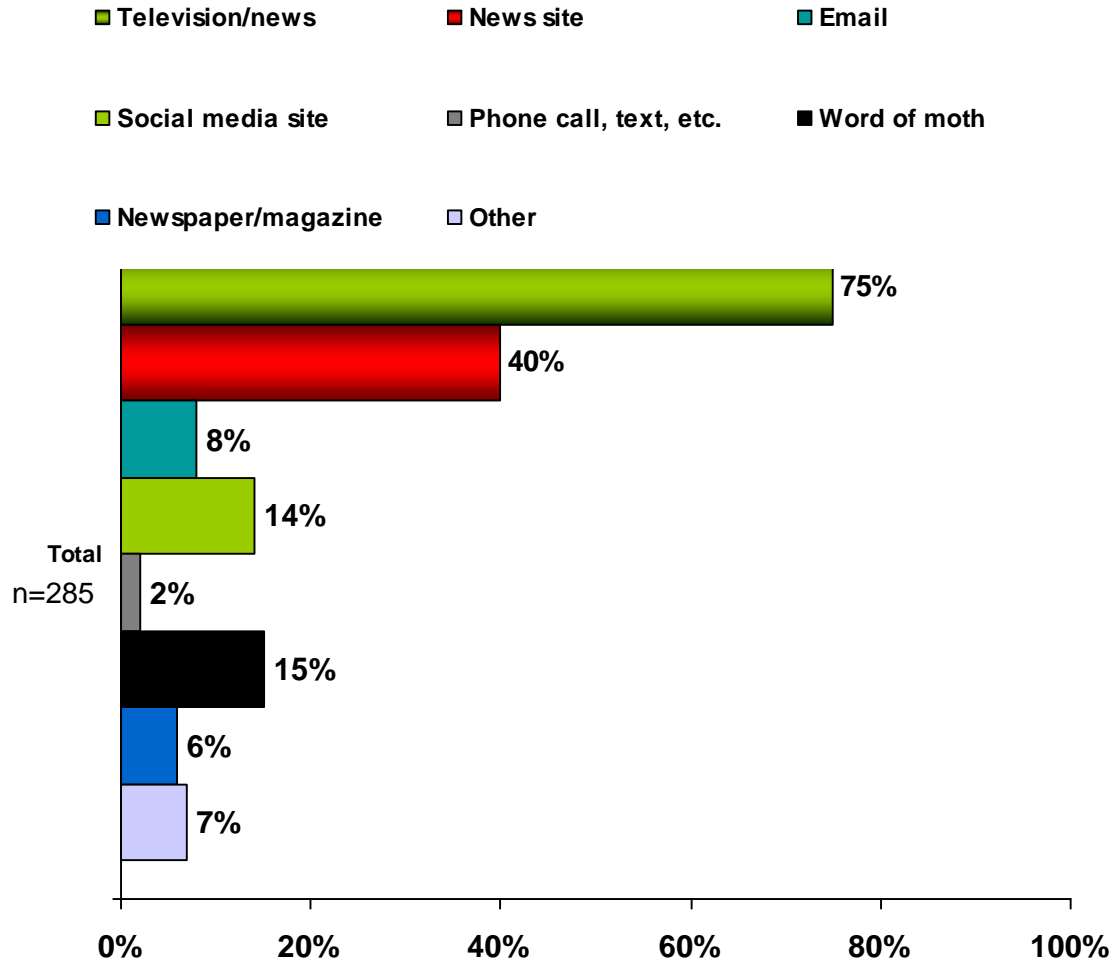


Before viewing this video, had you previously heard of this “balloon boy” story that was featured in the video sequence you just watched?

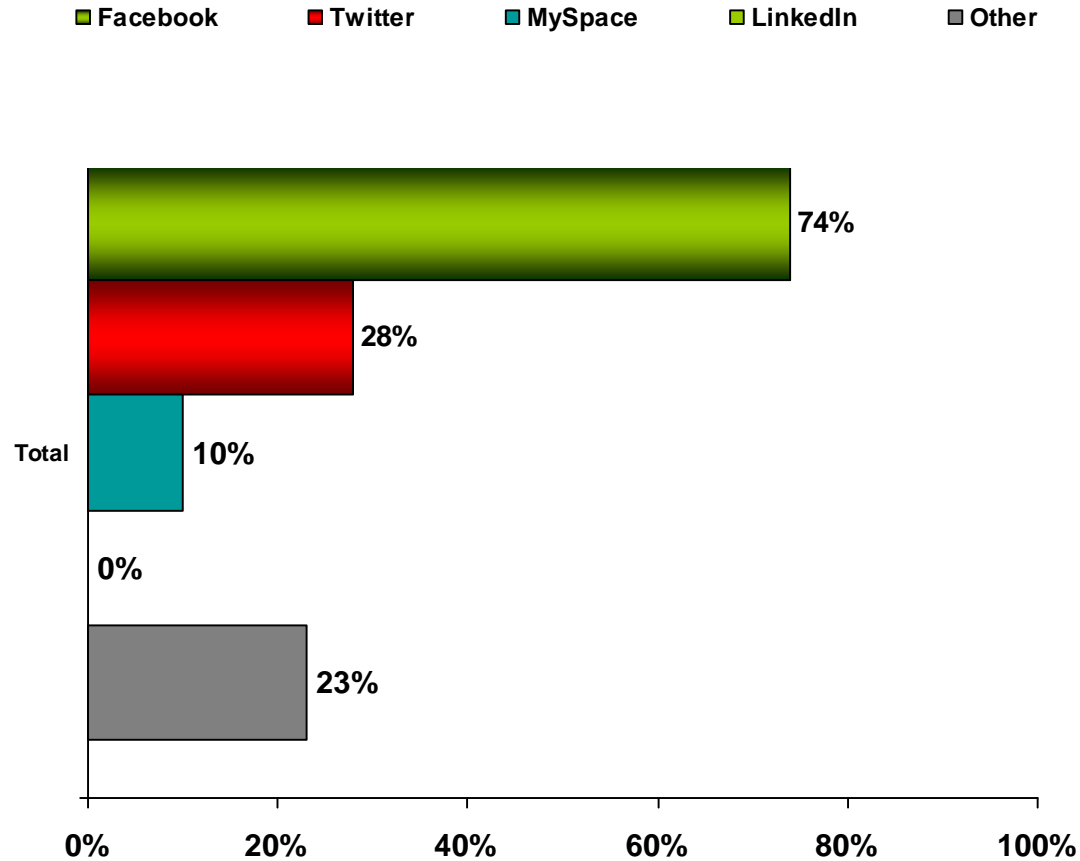


Percentages may not equal 100 due to rounding

Please indicate where you saw coverage, posts, news, updates, etc. related to this specific story.
Select all that apply.

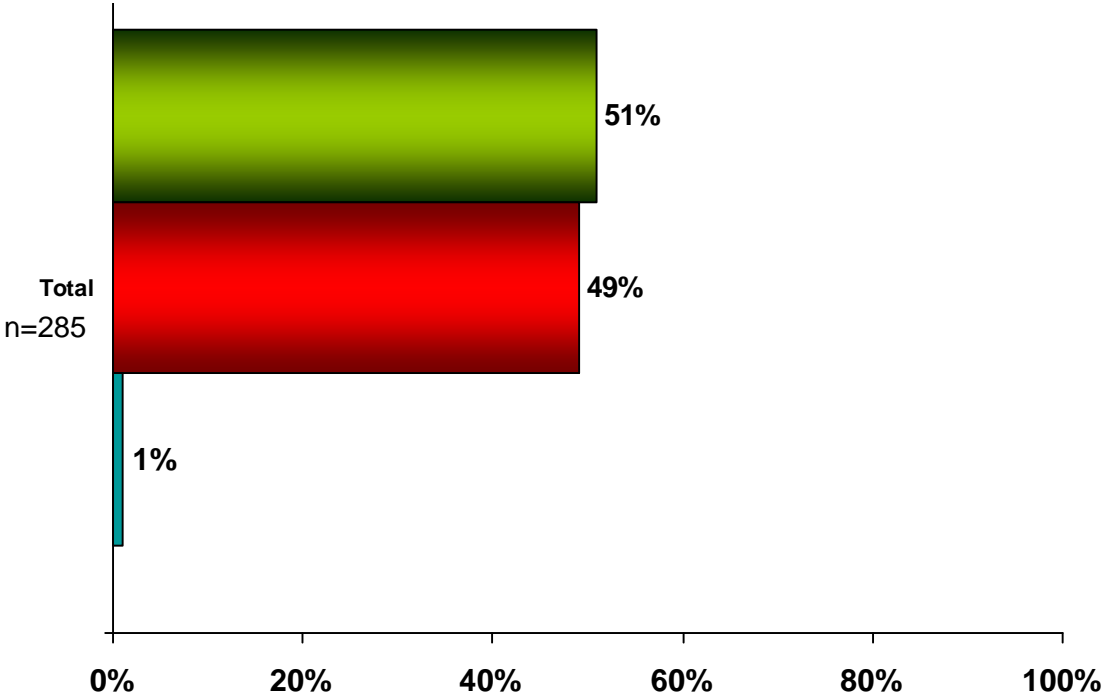


Please indicate which social media sites you saw coverage, posts, new updates, etc. related to this specific story. Select all that apply



The media coverage surrounding this story of the 'balloon boy' is:

■ Too much, overdone ■ The right amount, appropriate ■ Not enough



Percentages may not equal 100 due to rounding