Appendix B: Survey sample information

Table B1. *Non-probability-based quota sampling in each country.*

Country	Sample	Population
United States		
Age	43	46.7
Gender	50.8% Female	51.4% Female
Median income	$50,000 – $74,999	$57,652
Ethnicity		
White	74.1%	73%
Black	13.1%	12.7%
Hispanics	4.4%	7.6%
Asian	6.6%	5.4%
United Kingdom		
Age	46	40.5
Gender	51.2% Female	51% Female
Median income	£18,000 – £35,999	£29,400
Ethnicity		
White	85.3%	86.0%
Black	3.5%	3.3%
Asian	7.7%	7.5%
Mixed/multiple ethnic	2.0%	2.2%
South Korea		
Age	44	44.3
Gender	49% Female	48% Female
Median income	KRW48,000,000 – KRW58,800,000	KRW4,384,000
Mexico		
Age	30.81	29.2
Gender	58.4% Female	51.1% Female
Median income	135,000 pesos – 164,999 pesos	158,876 pesos

Note: The U.S. population information was based on the 2017 American Community Survey. The U.K. population information was based on the 2011 U.K. Census. South Korea population information was based on the 2021 Korean Statistical Information Service. Mexico population information was based on the 2020 World Bank data. The population statistics were the latest available at the time of the study.

Table B2. *Income range in each country.*

Item	Country			
	United States	**United Kingdom**	**South Korea**	**Mexico**
Income range	0-$24,999	0-£17,999	0 -KRW1,199,999	0 -180,000 Pesos
	$25,000-$49,999	£18,000-£35,999	KRW12,000,000 – KRW23,999,999	180,000 – 359,999 Pesos
	$50,000-$74,999	£36,000-£53,999	KRW24,000,000 – KRW35,999,999	360,000 – 539,999 Pesos
	$75,000-$99,999	£54,000-£71,999	KRW36,000,000 – KRW47,999,999	540,000 – 899,999 Pesos
	$100,000-$149,999	£72,000-£99,999	KRW48,000,000 – KRW5,9999,999	900,000 – 1,499,999 Pesos
	$150,000-$199,999	£100,000-£124,999	KRW60,000,000 – KRW83,999,999	1,500,000 – 2,399,999 Pesos
	$200,000 +	£125,000-£149,999	KRW84,000,000 – KRW95 999,999	2,400,000+ Pesos
		£150,000 +	KRW96,000,000 – KRW107,999,999	
			KRW108,000,000 – KRW119,999,999	
			KRW120,000,000 +	

Table B3. *Internet penetration, social media access, digital literacy education across countries.*

Item	Country			
	United States	**United Kingdom**	**South Korea**	**Mexico**
Internet penetration[1]	91%	94%	98%	64%
Social media access[2]	70%	66%	83%	67%
Digital literacy education[3]	78.8%	67.6%	49.1%	62.3%

Notes: 1) Internet penetration rate for population as of 2020 (Statistica, n.d.); 2) Social media access rate for population as of 2021 (DataReportal, 2021); 3) Digital literacy education rate for 15-year-old students (OECD, 2021).[1]

Table B4. *Social media usage across countries.*

Question	Country			
	United States	**United Kingdom**	**South Korea**	**Mexico**
In a typical day, how much time do you spend on social media (e.g., Facebook, X/Twitter)?				
Never/almost never	89 (6.3%)	119 (8.3%)	0 (0%)	5 (0.6%)
Less than 30 minutes	253 (17.9%)	266 (18.5%)	575 (32.0%)	30 (3.8%)
Less than 1 hour	282 (19.9%)	293 (20.4%)	521 (29.0%)	59 (7.5%)
1 – 2 hours	465 (32.9%)	417 (29.1%)	386 (21.5%)	201 (25.6%)
More than 2 hours	326 (23.0%)	340 (29.7%)	316 (17.6%)	489 (62.4%)
Total *N*	1,415 (100%)	1,435 (100%)	1,798 (100%)	784 (100%)

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[1] In the United States, robust digital literacy education initiatives like the Digital Literacy Initiatives overseen by the Department of Education have been praised by the public and education experts, along with ongoing discussions and policy proposals concerning algorithmic accountability (Heikkilä, 2022). In the United Kingdom, there has been early consideration of integrating comprehensive digital literacy education into the national curriculum (Polizzi, 2020), alongside various governmental and educational institutions offering programs such as courses like Being a Digitally Literate Student (University of Oxford, 2023). In Mexico, the Network for Media and Information Literacy, a collaborative effort involving institutions, academia, and civil society organizations, has developed courses focused on media and information literacy (UNESCO, 2021). While such efforts were not as prominent at the time of data collection compared to other countries, South Korea's Ministry of Education has since integrated more digital literacy into the 2022 revised national curriculum, with plans to introduce new textbooks starting in 2024 (Ministry of Education, 2021).