| Social media platform:  |  |
|---|--|
|   |  |
| Where did the information come from? (Comments, images, posts, video, hashtags, etc.) |  |
|   |  |
| Community +<br>Freely chosen<br>behaviour   |  |
| Influencer<br>(pick only<br>one)  |  |
| Agreed reality  |  |
| Emotional<br>Payoff   |  |