# Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



	Ger	nder		Age			Reg	jion			Ra	ice	
Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

#### ZYP\_q1\_1. How often, if ever, do the following happen at your current job? Please select one option on each row.

# - I reprimand a coworker in front of other work colleagues

Unweighted base	1103	537	566	259	497	347	217	259	363	264	833	103	89	78
Base: All US working adults	1095	615	481	344	483	269	210	255	388	243	734	123	163	75
Every day	3%	3%	2%	5%	3%	0%	6%	3%	2%	3%	2%	8%	4%	2%
A few times a week	3%	5%	2%	9%	1%	-	4%	1%	4%	3%	3%	8%	3%	2%
Once a week	3%	4%	1%	5%	3%	0%	3%	3%	3%	2%	2%	4%	5%	7%
A few times a month	2%	2%	2%	3%	2%	1%	2%	3%	2%	0%	2%	1%	3%	4%
Once a month	2%	2%	2%	4%	1%	1%	4%	1%	1%	1%	2%	2%	2%	1%
Once every 2 to 3 months	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	2%	1%	3%	3%
Once every 6 months	2%	3%	2%	4%	2%	0%	0%	2%	3%	3%	2%	-	6%	-
Once a year	1%	1%	2%	2%	1%	1%	1%	3%	0%	2%	1%	4%	1%	1%
Less often than once a year	8%	9%	7%	6%	10%	10%	11%	10%	6%	9%	10%	2%	7%	7%
Never	73%	70%	77%	61%	75%	86%	67%	74%	75%	75%	76%	70%	66%	73%

# ZYP\_q1\_2. How often, if ever, do the following happen at your current job? Please select one option on each row.

# - I'm reprimanded by a coworker in front of other work

colleagues

Unweighted base	1103	537	566	259	497	347	217	259	363	264	833	103	89	78
Base: All US working adults	1095	615	481	344	483	269	210	255	388	243	734	123	163	75
Every day	1%	2%	1%	4%	1%	-	2%	1%	2%	1%	2%	2%	-	2%
A few times a week	3%	4%	1%	4%	3%	0%	2%	3%	2%	4%	2%	5%	2%	2%
Once a week	3%	3%	2%	5%	2%	1%	3%	2%	3%	3%	2%	8%	2%	5%
A few times a month	3%	4%	2%	7%	2%	0%	5%	4%	1%	3%	3%	1%	3%	10%
Once a month	4%	4%	3%	6%	3%	2%	7%	1%	4%	2%	4%	1%	5%	1%
Once every 2 to 3 months	2%	3%	2%	3%	3%	1%	5%	1%	3%	1%	3%	4%	2%	2%
Once every 6 months	4%	5%	3%	7%	3%	2%	3%	3%	5%	4%	3%	1%	10%	2%
Once a year	3%	2%	5%	4%	2%	3%	3%	4%	3%	2%	3%	4%	4%	4%
Less often than once a year	10%	10%	11%	7%	11%	13%	12%	13%	9%	9%	12%	7%	6%	8%
Never	67%	65%	69%	54%	70%	78%	58%	67%	68%	72%	67%	67%	65%	65%

## ZYP\_q1\_3. How often, if ever, do the following happen at

# your current job? Please select one option on each row.

Unweighted base	1103	537	566	259	497	347	217	259	363	264	833	103	89	78
Base: All US working adults	1095	615	481	344	483	269	210	255	388	243	734	123	163	75
Every day	2%	2%	1%	4%	2%	-	2%	3%	2%	1%	2%	2%	-	-
A few times a week	3%	4%	2%	6%	3%	0%	7%	2%	3%	2%	3%	4%	6%	-
Once a week	3%	5%	2%	5%	4%	2%	4%	4%	3%	2%	2%	6%	5%	9%
A few times a month	3%	4%	2%	5%	2%	1%	3%	2%	3%	3%	1%	9%	2%	10%
Once a month	4%	5%	4%	8%	3%	1%	7%	3%	5%	2%	3%	3%	9%	2%
Once every 2 to 3 months	2%	3%	2%	3%	3%	1%	4%	1%	3%	2%	3%	1%	4%	-
Once every 6 months	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%
Once a year	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%
Less often than once a year	7%	7%	7%	6%	7%	8%	5%	6%	9%	7%	7%	3%	9%	13%
Never	72%	67%	77%	60%	74%	84%	65%	75%	71%	75%	75%	70%	62%	62%

# YouGovNY Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



		Educ	ation				Marital	Status		
Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYP\_q1\_1. How often, if ever, do the following happen at your current job? Please select one option on each row.

### - I reprimand a coworker in front of other work colleagues

Unweighted base	1103	277	384	298	144	545	17	119	26	353	43
Base: All US working adults	1095	420	318	241	116	518	19	102	23	393	41
Every day	3%	6%	1%	1%	2%	4%	6%	-	-	2%	4%
A few times a week	3%	4%	2%	4%	3%	3%	-	-	9%	4%	4%
Once a week	3%	4%	2%	2%	2%	2%	13%	-	-	4%	2%
A few times a month	2%	2%	2%	2%	2%	2%	-	1%	-	2%	5%
Once a month	2%	2%	0%	2%	3%	2%	5%	-	-	1%	-
Once every 2 to 3 months	2%	3%	1%	2%	-	2%	-	3%	4%	2%	-
Once every 6 months	2%	3%	2%	2%	1%	1%	-	2%	-	4%	9%
Once a year	1%	1%	2%	2%	-	1%	-	1%	-	3%	3%
Less often than once a year	8%	9%	7%	9%	8%	11%	7%	5%	12%	6%	6%
Never	73%	65%	81%	74%	79%	72%	70%	88%	75%	72%	68%

# ZYP\_q1\_2. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm reprimanded by a coworker in front of other work

colleagues

Unweighted base	1103	277	384	298	144	545	17	119	26	353	43
Base: All US working adults	1095	420	318	241	116	518	19	102	23	393	41
Every day	1%	2%	1%	2%	3%	2%	-	-	-	2%	-
A few times a week	3%	3%	3%	2%	3%	4%	-	-	-	3%	-
Once a week	3%	5%	2%	2%	1%	2%	-	-	-	5%	6%
A few times a month	3%	4%	3%	3%	1%	1%	13%	6%	9%	4%	2%
Once a month	4%	6%	2%	2%	3%	4%	11%	4%	-	2%	6%
Once every 2 to 3 months	2%	3%	1%	2%	4%	3%	-	3%	-	2%	1%
Once every 6 months	4%	3%	5%	6%	2%	3%	6%	1%	-	5%	10%
Once a year	3%	3%	3%	4%	2%	2%	10%	5%	-	3%	5%
Less often than once a year	10%	9%	11%	13%	8%	12%	7%	6%	25%	9%	9%
Never	67%	63%	71%	64%	72%	68%	54%	74%	66%	65%	61%

## ZYP\_q1\_3. How often, if ever, do the following happen at

your current job? Please select one option on each row.

Unweighted base	1103	277	384	298	144	545	17	119	26	353	43
Base: All US working adults	1095	420	318	241	116	518	19	102	23	393	41
Every day	2%	2%	0%	3%	2%	3%	-	-	-	2%	-
A few times a week	3%	5%	2%	2%	3%	4%	6%	-	-	4%	2%
Once a week	3%	4%	3%	2%	3%	3%	-	4%	-	4%	-
A few times a month	3%	4%	3%	2%	1%	3%	13%	1%	-	3%	6%
Once a month	4%	5%	2%	6%	5%	5%	5%	2%	-	4%	4%
Once every 2 to 3 months	2%	3%	2%	4%	1%	3%	6%	1%	9%	2%	5%
Once every 6 months	2%	1%	3%	1%	1%	1%	-	2%	-	2%	2%
Once a year	2%	2%	1%	1%	3%	1%	-	3%	-	2%	5%
Less often than once a year	7%	5%	8%	8%	9%	8%	17%	4%	12%	7%	-
Never	72%	69%	77%	70%	74%	70%	53%	83%	79%	72%	76%

# YouGovNY Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



	Children unde	r the age of 18		Inco	ome	
Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYP\_q1\_1. How often, if ever, do the following happen at your current job? Please select one option on each row.

### - I reprimand a coworker in front of other work colleagues

Unweighted base	1103	331	759	302	369	290	142
Base: All US working adults	1095	346	737	346	352	254	143
Every day	3%	6%	2%	4%	2%	5%	-
A few times a week	3%	4%	3%	4%	3%	5%	1%
Once a week	3%	5%	2%	3%	3%	2%	2%
A few times a month	2%	2%	2%	4%	2%	1%	-
Once a month	2%	2%	1%	2%	1%	2%	4%
Once every 2 to 3 months	2%	2%	2%	1%	2%	4%	1%
Once every 6 months	2%	2%	2%	3%	3%	1%	-
Once a year	1%	1%	2%	2%	2%	1%	0%
Less often than once a year	8%	11%	7%	6%	8%	10%	12%
Never	73%	65%	77%	71%	76%	70%	80%

#### ZYP\_q1\_2. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm reprimanded by a coworker in front of other work

colleagues

Unweighted base	1103	331	759	302	369	290	142
Base: All US working adults	1095	346	737	346	352	254	143
Every day	1%	2%	1%	2%	1%	2%	-
A few times a week	3%	5%	1%	2%	3%	4%	-
Once a week	3%	3%	3%	3%	2%	4%	2%
A few times a month	3%	4%	3%	3%	4%	2%	3%
Once a month	4%	4%	3%	5%	3%	2%	5%
Once every 2 to 3 months	2%	2%	3%	3%	3%	3%	1%
Once every 6 months	4%	4%	4%	5%	4%	4%	4%
Once a year	3%	3%	3%	4%	2%	3%	3%
Less often than once a year	10%	11%	10%	11%	9%	12%	10%
Never	67%	63%	69%	63%	70%	63%	72%

# ZYP\_q1\_3. How often, if ever, do the following happen at

your current job? Please select one option on each row.

Unweighted base	1103	331	759	302	369	290	142
Base: All US working adults	1095	346	737	346	352	254	143
Every day	2%	3%	1%	2%	2%	1%	2%
A few times a week	3%	5%	2%	3%	3%	6%	0%
Once a week	3%	5%	3%	4%	3%	4%	1%
A few times a month	3%	2%	3%	2%	2%	4%	2%
Once a month	4%	7%	3%	6%	3%	3%	5%
Once every 2 to 3 months	2%	2%	2%	1%	3%	3%	3%
Once every 6 months	2%	2%	1%	2%	2%	2%	1%
Once a year	2%	2%	1%	2%	2%	2%	1%
Less often than once a year	7%	5%	8%	6%	6%	8%	9%
Never	72%	67%	74%	71%	73%	67%	77%

# YouGovNY Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



							Social networl	ks membership						
Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

#### ZYP\_q1\_1. How often, if ever, do the following happen at your current job? Please select one option on each row.

# - I reprimand a coworker in front of other work colleagues

Unweighted base	1103	894	415	405	310	66	324	107	344	3	194	26	17	6	119
Base: All US working adults	1095	887	419	358	309	71	280	115	358	4	228	25	17	9	116
Every day	3%	3%	3%	1%	4%	9%	3%	3%	3%	43%	5%	5%	-	-	-
A few times a week	3%	4%	6%	4%	8%	11%	2%	4%	7%	-	7%	3%	-	-	-
Once a week	3%	3%	3%	1%	2%	-	1%	-	2%	-	2%	18%	-	-	2%
A few times a month	2%	2%	2%	1%	2%	3%	2%	1%	4%	-	2%	-	-	-	-
Once a month	2%	2%	1%	0%	1%	1%	1%	2%	1%	-	2%	-	-	-	2%
Once every 2 to 3 months	2%	2%	3%	2%	1%	-	2%	1%	3%	-	3%	-	-	-	1%
Once every 6 months	2%	2%	4%	5%	3%	2%	1%	10%	3%	-	6%	4%	-	-	3%
Once a year	1%	2%	2%	1%	1%	1%	1%	2%	3%	-	2%	-	4%	-	-
Less often than once a year	8%	8%	6%	10%	7%	2%	6%	5%	7%	-	9%	3%	3%	20%	8%
Never	73%	72%	70%	74%	71%	70%	81%	71%	67%	57%	62%	68%	92%	80%	85%

# ZYP\_q1\_2. How often, if ever, do the following happen at your current job? Please select one option on each row.

# - I'm reprimanded by a coworker in front of other work

colleagues

Unweighted base	1103	894	415	405	310	66	324	107	344	3	194	26	17	6	119
Base: All US working adults	1095	887	419	358	309	71	280	115	358	4	228	25	17	9	116
Every day	1%	2%	2%	1%	2%	6%	2%	3%	2%	-	2%	7%	-	-	-
A few times a week	3%	2%	4%	2%	4%	6%	3%	5%	4%	43%	6%	-	-	-	-
Once a week	3%	2%	3%	2%	4%	10%	3%	-	4%	-	5%	-	-	-	3%
A few times a month	3%	3%	3%	2%	4%	5%	3%	4%	5%	-	4%	14%	-	-	2%
Once a month	4%	4%	2%	2%	2%	2%	1%	1%	2%	-	2%	-	-	-	3%
Once every 2 to 3 months	2%	3%	2%	2%	3%	-	2%	4%	3%	-	2%	8%	6%	-	1%
Once every 6 months	4%	4%	7%	7%	4%	4%	2%	10%	6%	-	6%	7%	6%	-	3%
Once a year	3%	3%	5%	4%	3%	1%	3%	2%	5%	-	4%	-	4%	-	2%
Less often than once a year	10%	10%	10%	13%	8%	5%	8%	10%	9%	-	9%	14%	7%	27%	10%
Never	67%	66%	62%	66%	66%	60%	73%	62%	61%	57%	59%	50%	77%	73%	77%

## ZYP\_q1\_3. How often, if ever, do the following happen at

# your current job? Please select one option on each row.

Unweighted base	1103	894	415	405	310	66	324	107	344	3	194	26	17	6	119
Base: All US working adults	1095	887	419	358	309	71	280	115	358	4	228	25	17	9	116
Every day	2%	2%	3%	1%	2%	5%	1%	2%	2%	-	2%	5%	-	-	3%
A few times a week	3%	3%	4%	2%	4%	5%	3%	5%	4%	-	7%	20%	-	-	1%
Once a week	3%	4%	3%	4%	4%	3%	3%	4%	3%	43%	5%	-	-	-	2%
A few times a month	3%	2%	4%	3%	4%	8%	2%	1%	4%	-	4%	-	-	-	2%
Once a month	4%	4%	4%	2%	3%	3%	2%	2%	3%	-	4%	3%	-	-	6%
Once every 2 to 3 months	2%	3%	3%	2%	3%	2%	2%	4%	3%	-	4%	-	-	-	1%
Once every 6 months	2%	1%	1%	1%	2%	-	2%	1%	2%	-	1%	3%	-	-	1%
Once a year	2%	2%	2%	1%	2%	-	1%	1%	2%	-	1%	-	-	-	-
Less often than once a year	7%	8%	8%	10%	6%	5%	5%	5%	7%	-	6%	7%	4%	-	3%
Never	72%	71%	68%	74%	70%	70%	80%	76%	69%	57%	66%	63%	96%	100%	82%

# Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017

What the world thinks		Ge	nder		Age			Reg	ion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
ZYP_q2. Has a teacher/professor ever reprimanded you in														
front of your peers?														
Unweighted base	2180	923	1257	477	760	943	410	479	755	536	1627	210	176	167
Base: All US adults	2180	1061	1119	666	746	767	393	462	816	510	1452	255	313	160
Yes, more than once	31%	36%	25%	31%	34%	27%	34%	27%	32%	29%	32%	28%	26%	29%
Yes, but only once	13%	13%	13%	17%	13%	11%	16%	15%	12%	12%	12%	17%	15%	15%
No, they haven't	33%	28%	38%	28%	34%	37%	30%	31%	33%	36%	32%	32%	37%	34%
Don't know / can't recall	23%	22%	24%	23%	20%	26%	21%	27%	22%	23%	23%	23%	22%	22%
YP_q3. Has anyone ever shared private or sensitive nformation about you on the internet without your permission?														
Unweighted base	2180	923	1257	477	760	943	410	479	755	536	1627	210	176	167
Base: All US adults	2180	1061	1119	666	746	767	393	462	816	510	1452	255	313	160
Yes, they have	12%	11%	12%	14%	15%	7%	12%	11%	10%	16%	12%	11%	11%	12%
No, they have not	51%	49%	52%	49%	49%	54%	50%	50%	51%	51%	50%	62%	52%	37%
Don't know	35%	37%	32%	31%	34%	39%	34%	38%	36%	30%	36%	24%	30%	46%
Prefer not to say	3%	2%	3%	6%	2%	1%	4%	1%	3%	3%	1%	3%	7%	5%
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly														
sing social media (e.g., Facebook, Twitter, etc.) exposure is a punishment for their child's bad behavior (e.g., publicly iosting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is ikay to use social media (e.g., Facebook, Twitter, etc.) as a														
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a pool for punishing a child/teenager?	2180	023	1257	477	760	043	410	470	755	536	1627	210	176	167
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a bol for punishing a child/teenager? Unweighted base	2180	923	1257	477	760	943	410	479	755	536	1627	210	176	167
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a sool for punishing a child/teenager? Unweighted base Base: All US adults	2180	1061	1119	666	746	767	393	462	816	510	1452	255	313	160
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a ool for punishing a child/teenager? Unweighted base Base: All US adults Yes, in all case	2180 5%	1061 7%	1119 3%	666 9%	746 6%	767 1%	393 6%	462 5%	816 5%	510 5%	1452 4%	255 10%	313 6%	160 6%
ising social media (e.g., Facebook, Twitter, etc.) exposure is a punishment for their child's bad behavior (e.g., publicly oosting their child's bad test grades, posting videos of their shild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a ool for punishing a child/teenager? Unweighted base Base: All US adults Yes, in all cases Yes, but only in some cases	2180 5% 16%	1061 7% 18%	1119 3% 15%	666 9% 22%	746 6% 20%	767 1% 9%	393 6% 14%	462 5% 17%	816 5% 18%	510 5% 15%	1452 4% 16%	255 10% 18%	313 6% 20%	160 6% 12%
ising social media (e.g., Facebook, Twitter, etc.) exposure is a punishment for their child's bad behavior (e.g., publicly oosting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is way to use social media (e.g., Facebook, Twitter, etc.) as a ool for punishing a child/teenager? Unweighted base Base: All US adults Yes, in all cases Yes, but only in some cases No, I do not	2180 5% 16% 69%	1061 7% 18% 64%	1119 3% 15% 74%	666 9% 22% 58%	746 6% 20% 64%	767 1% 9% 84%	393 6% 14% 70%	462 5%	816 5% 18% 69%	510 5% 15% 69%	1452 4% 16% 71%	255 10% 18% 61%	313 6% 20% 66%	160 6% 12% 68%
using social media (e.g., Facebook, Twitter, etc.) exposure as a punishment for their child's bad behavior (e.g., publicly posting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is okay to use social media (e.g., Facebook, Twitter, etc.) as a tool for punishing a child/teenager? Unweighted base Base: All US adults Yes, in all cases Yes, but only in some cases No, I do not Don't know ZYP_q5. Judges have the legal power to rule that convicted individuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy roadside holding up an embarrassing sign about what they did). Do you think it is okay to punish an individual with this	2180 5% 16%	1061 7% 18%	1119 3% 15%	666 9% 22%	746 6% 20%	767 1% 9%	393 6% 14%	462 5% 17% 68%	816 5% 18%	510 5% 15%	1452 4% 16%	255 10% 18%	313 6% 20%	160 6% 12%
using social media (e.g., Facebook, Twitter, etc.) exposure ss a punishment for their child's bad behavior (e.g., publicly osoting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is okay to use social media (e.g., Facebook, Twitter, etc.) as a sool for punishing a child/teenager? Unweighted base Base: All US adults Yes, in all cases Yes, but only in some cases No, I do not Don't know ZYP_q5. Judges have the legal power to rule that convicted ndividuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy oadside holding up an embarrassing sign about what they did). Do you think it is okay to punish an individual with this sort of sentence?	2180 5% 16% 69% 9%	1061 7% 18% 64% 10%	1119 3% 15% 74% 8%	666 9% 22% 58% 12%	748 6% 20% 64% 11%	767 1% 9% 84% 5%	393 6% 14% 70%	462 5% 17% 68% 11%	816 5% 18% 69% 8%	510 5% 15% 69% 10%	1452 4% 16% 71% 8%	255 10% 18% 61% 12%	313 6% 20% 66% 8%	160 6% 12% 68% 14%
ising social media (e.g., Facebook, Twitter, etc.) exposure is a punishment for their child's bad behavior (e.g., publicly obsting their child's bad test grades, posting videos of their shild admitting to their bad behavior, etc.) Do you think it is avoid to use social media (e.g., Facebook, Twitter, etc.) as a ool or punishing a child/teenager? Unweighted base Base: All US adults Yes, in all cases Yes, but only in some cases No, I do not Don't know CYP_q5. Judges have the legal power to rule that convicted ndividuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy oadside holding up an embarrassing sign about what they idu). Do you think it is okay to punish an individual with this sort of sentence?	2180 5% 16% 69% 9% 2180	1061 7% 18% 64% 10%	1119 3% 15% 74%	666 9% 22% 58%	746 6% 20% 64% 11%	767 1% 9% 84%	393 6% 14% 70% 9%	462 5% 17% 68%	816 5% 18% 69%	510 5% 15% 69% 10%	1452 4% 16% 71%	255 10% 18% 61% 12% 210	313 6% 20% 66%	160 6% 12% 68% 14%
Ising social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly obsting their child's bad test grades, posting wideos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a soci for punishing a child/teenager? Unweighted base Base: All US adults Yes, in all cases Yes, but only in some cases No, I do not Dort know CYP_q5. Judges have the legal power to rule that convicted ndividuals should be sentenced to some form of public haming (e.g., sentencing individuals to stand by a busy oadside holding up an embarrassing sign about what they lid). Do you think it is okay to punish an individual with this ort of sentence?	2180 5% 16% 69% 9% 2180 2180	1061 7% 18% 64% 10% 923	1119 3% 15% 74% 8% 1257 1119	666 9% 22% 58% 12% 477 666	746 6% 20% 64% 11% 760 746	767 1% 9% 84% 5% 943 767	393 6% 14% 70% 9% 9%	462 5% 17% 68% 11% 479 462	816 5% 18% 69% 8% 755 816	510 5% 15% 69% 10% 536 510	1452 4% 16% 71% 8%	255 10% 18% 61% 12% 210 255	313 6% 20% 66% 8% 176 313	160 6% 12% 68% 14%
ising social media (e.g., Facebook, Twitter, etc.) exposure is a punishment for their child's bad behavior (e.g., publicly obsting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is okay to use social media (e.g., Facebook, Twitter, etc.) as a sooil for punishing a child/teenager? Unweighted base Base: All US aduits Yes, in all cases Yes, but only in some cases No, I do not Don't know CYP_q5. Judges have the legal power to rule that convicted ndividuals should be sentenced to some form of public haming (e.g., sentencing individuals to stand by a busy coadside holding up an embarrassing sign about what they Itd). Do you think it is okay to punish an individual with this isort of sentence? Unweighted base Base: All US aduits Yes, in all cases	2180 5% 16% 69% 9% 2180 2180 11%	1061 7% 18% 64% 10% 923 1061 15%	1119 3% 15% 74% 8% 1257 1119 7%	666 9% 22% 58% 12% 477 666 11%	746 6% 20% 64% 11% 760 746 13%	767 1% 9% 84% 5% 943 767 8%	393 6% 14% 70% 9% 410 393 7%	462 5% 17% 68% 11% 479 462 10%	816 5% 18% 69% 8% 755 816 13%	510 5% 15% 69% 10% 536 510 12%	1452 4% 16% 71% 8% 1627 1452 10%	255 10% 18% 61% 12% 210 255 13%	313 6% 20% 66% 8% 176 313 15%	160 6% 12% 68% 14% 14%
ising social media (e.g., Facebook, Twitter, etc.) exposure is a punishment for their child's bad behavior (e.g., publicly obsting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is a collowed and the end of	2180 5% 16% 69% 9% 2180 2180 11% 44%	1061 7% 18% 64% 10% 923 10% 10% 46%	1119 3% 15% 74% 8% 1257 1119 7% 42%	666 9% 22% 58% 12% 477 666 11% 41%	746 6% 20% 64% 11% 760 760 746 13% 42%	767 1% 9% 84% 5% 9/43 767 8% 49%	393 6% 14% 9% 9% 410 393 7% 44%	462 5% 17% 68% 11% 479 462 10% 45%	816 5% 88% 8% 755 816 13% 45%	510 5% 15% 69% 10% 536 510 12% 43%	1452 4% 16% 71% 8% 1627 1452 10% 47%	255 10% 18% 61% 12% 210 255 13% 39%	313 6% 20% 66% 8% 176 313 15% 35%	160 6% 12% 68% 14% 14%
Base: All US adults Yes, in all cases Yes, but only in some cases No, I do not Don't know ZYP_q5. Judges have the legal power to rule that convicted individuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy roadside holding up an embarrassing sign about what they did). Do you think it is okay to punish an individual with this sort of sentence? Unweighted base Base: All US adults Yes, in all cases	2180 5% 16% 69% 9% 2180 2180 11%	1061 7% 18% 64% 10% 923 1061 15%	1119 3% 15% 74% 8% 1257 1119 7%	666 9% 22% 58% 12% 477 666 11%	746 6% 20% 64% 11% 760 746 13%	767 1% 9% 84% 5% 943 767 8%	393 6% 14% 70% 9% 410 393 7%	462 5% 17% 68% 11% 479 462 10%	816 5% 18% 69% 8% 755 816 13%	510 5% 15% 69% 10% 536 510 12%	1452 4% 16% 71% 8% 1627 1452 10%	255 10% 18% 61% 12% 210 255 13%	313 6% 20% 66% 8% 176 313 15%	160 6% 12% 68% 14% 14%

Cell Contents (Column Percentages)

# Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017

What the world thinks			Educa	tion				Marita	Status		
	Total	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
YP_q2. Has a teacher/professor ever reprimanded you in											
ront of your peers?											
Unweighted base	2180	656	814	453	257	1074	35	252	101	645	73
Base: All US adults	2180	945	676	360	199	983	35	220	90	782	70
Yes, more than once	31%	29%	33%	30%	33%	29%	23%	29%	22%	33%	38%
Yes, but only once	13%	13%	13%	15%	14%	13%	26%	11%	11%	14%	13%
No, they haven't	33%	33%	33%	36%	32%	36%	29%	39%	41%	27%	30%
Don't know / can't recall	23%	26%	21%	20%	21%	22%	22%	22%	26%	25%	20%
YP_q3. Has anyone ever shared private or sensitive formation about you on the internet without your ermission?											
Unweighted base	2180	656	814	453	257	1074	35	252	101	645	73
Base: All US adults	2180	945	676	360	199	983	35	220	90	782	70
Yes, they have	12%	12%	12%	11%	14%	10%	15%	12%	9%	14%	13%
No, they have not	51%	51%	52%	47%	53%	52%	39%	52%	57%	49%	54%
Don't know	35%	33%	35%	40%	33%	36%	39%	34%	34%	33%	33%
Prefer not to say	3%	4%	2%	2%	1%	2%	8%	2%		4%	-
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their											
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a											
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a pol for punishing a child/teenager?	2180	656	814	453	257	1074	35	252	101	645	73
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a bol for punishing a child/teenager? Unweighted base	2180	656 945	814 676	453	257	1074	35	252 220	101	645	73 70
sing social media (e.g., Facebook, Twitter, etc.) exposure a punishment for their child's bad behavior (e.g., publicly soting their child's bad test grades, posting yideos of their nild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a olo for punishing a child/teenager?	2180	945	676	360	199	983	35	220	90	782	70
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a sol for punishing a child/teenager? Unweighted base Base: All US aduts Yes, in all cases	2180 5%	945 6%	676 4%	360 5%	199 5%	983 5%	35 10%	220 1%	90 5%	782 6%	70 2%
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a sol for punishing a child/teenager? Unweighted base Base: All US aduts Yes, nall cases Yes, but only in some cases	2180 5% 16%	945 6% 18%	676 4% 18%	360 5% 13%	199 5% 14%	983 5% 14%	35 10% 8%	220 1% 15%	90 5% 9%	782 6% 21%	70 2% 21%
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a sol for punishing a child/teenager? Unweighted base Base: All US aduts Yes, in all cases	2180 5%	945 6%	676 4%	360 5%	199 5%	983 5%	35 10%	220 1%	90 5%	782 6%	70 2%
sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a sol for punishing a child/teenager? Unweighted base Base: All US aduts Yes, in all cases Yes, but only in some cases No, I do not Don't know YP_q5. Judges have the legal power to rule that convicted dividuals should be sentenced to some form of public haming (e.g., sentencing individuals to stand by a busy poadside holding up an embarrassing sign about what they id). Do you think it is okay to punish an individual with this	2180 5% 16% 69%	945 6% 18% 66%	676 4% 18% 69%	360 5% 13% 73%	199 5% 14% 77%	983 5% 14% 74%	35 10% 8% 62%	220 1% 15% 76%	90 5% 9% 83%	782 6% 21% 59%	70 2% 21% 70%
sing social media (e.g., Facebook, Twitter, etc.) exposure a punishment for their child's bad behavior (e.g., publicly soting their child's bad test grades, posting wideos of their hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a sol for punishing a child/teenager? Unweighted base Base: All US aduts Yes, in all cases Yes, but only in some cases No, I do not Don't know YP_q5. Judges have the legal power to rule that convicted dividuals should be sentenced to some form of public naming (e.g., sentencing individuals to stand by a busy adsidse holding up an embarrassing sign about what they d). Do you think it is okay to punish an individual with this ort of sentence?	2180 5% 16% 69% 9%	945 6% 18% 66% 11%	676 4% 18% 69% 9%	360 5% 13% 73% 9%	199 5% 14% 77% 3%	983 5% 14% 74% 6%	35 10% 8% 62% 21%	220 1% 15% 76% 8%	90 5% 9% 83% 3%	782 6% 21% 59% 14%	70 2% 21% 70% 7%
sing social media (e.g., Facebook, Twitter, etc.) exposure a punishment of their child's bad behavior (e.g., publicly soling their child's bad test grades, posting their child's bad behavior, etc.) Do you think it is a you cues social media (e.g., Facebook, Twitter, etc.) as a ol for punishing a child/teenager? Unweighted base Base: All US adutts Yes, in all cases Yes, but only in some cases No, I do not Don't know YP_q5. Judges have the legal power to rule that convicted dividuals should be sentenced to some form of public saming (e.g., sentencing individuals to stand by a busy adside holding up an embarrassing sign about what they d). Do you think it is okay to punish an individual with this art of sentence?	2180 5% 16% 69% 9% 2180	945 6% 18% 66% 11%	676 4% 18% 69% 9%	360 5% 13% 73% 9%	199 5% 14% 77% 3%	983 5% 14% 74% 6%	35 10% 8% 62% 21%	220 1% 15% 76% 8% 252	90 5% 9% 83% 3%	782 6% 21% 59% 14%	70 2% 21% 70% 7%
ing social media (e.g., Facebook, Twitter, etc.) exposure a punishment for their child's bad behavior (e.g., publicly sting their child's bad teshavior, etc.) Do you think it is ay to use social media (e.g., Facebook, Twitter, etc.) as a ol for punishing a child/teenager? Unweighted base Base: All US adults Yes, in all cases Yes, but only in some cases No, I do not Don't know (P_q5. Judges have the legal power to rule that convicted dividuals should be sentenced to some form of public naming (e.g., sentencing individuals to stand by a busy adside holding up an embarrassing sign about what they d). Do you think it is okay to punish an individual with this rt of sentence?	2180 5% 16% 69% 9% 2180 2180	945 6% 18% 66% 11%	676 4% 18% 69% 9% 8%	360 5% 13% 73% 9% 453 360	199 5% 14% 77% 3% 257 199	983 5% 14% 74% 6% 1074 983	35 10% 8% 62% 21% 35 35	220 1% 15% 76% 8% 252 220	90 5% 9% 83% 3% 101 90	782 6% 21% 59% 14% 645 782	70 2% 21% 70% 7% 7%
sing social media (e.g., Facebook, Twitter, etc.) exposure a punishment for their child's bad behavior (e.g., publicly sting their child's bad test grades, posting twice of their ild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a ol for punishing a child/teenager? Unweighted base Base: All US aduts Yes, but only in some cases No, I do not Don't know YP_q5. Judges have the legal power to rule that convicted dividuals should be sentenced to some form of public naming (e.g., sentencing individuals to stand by a busy adside holding up an embarcassing sign about what they d). Do you think it is okay to punish an individual with this ort of sentence? Unweighted base Base: All US aduts Yes, in all cases	2180 5% 16% 9% 9% 2180 2180 11%	945 6% 66% 11% 6656 945 11%	676 4% 18% 69% 9% 814 676 11%	360 5% 13% 73% 9% 453 360 11%	199 5% 14% 77% 3% 257 199 12%	983 5% 14% 74% 6% 1074 983 13%	35 10% 8% 62% 21% 35 35 26%	220 1% 15% 76% 8% 252 220 7%	90 5% 9% 83% 3% 101 90 13%	782 6% 21% 59% 14% 645 782 9%	70 2% 21% 70% 7% 7%
sing social media (e.g., Facebook, Twitter, etc.) exposure a punishment or their child's bad behavior (e.g., publiciy sosting their child's bad test grades, posting videos of their ild admitting to their bad behavior, etc.) Do you think it is a void for punishing a child/teenager? Unweighted base Base: All US adutts Yes, in all cases Yes, but only in some cases No, I do not Don't know YP_q5. Judges have the legal power to rule that convicted dividuals should be sentenced to some form of public haming (e.g., sentencing individuals to stand by a busy sadside holding up an embarrassing sign about what they of sentence? Unweighted base Base: All US adutts Yes, in all cases Yes, but only in some cases Yes, but only in some cases Yes, but only in some cases	2180 5% 16% 69% 9% 2180 2180 11% 44%	945 6% 18% 66% 11% 656 945 11% 41%	676 4% 18% 69% 9% 9% 814 676 11% 47%	360 5% 13% 73% 9% 453 360 11% 45%	199 5% 14% 7% 3% 257 199 12% 45%	983 5% 14% 74% 6% 6%	35 10% 8% 62% 21% 35 35 26% 28%	220 1% 15% 76% 8% 252 220 7% 45%	90 5% 9% 83% 3% 3%	782 6% 21% 5% 14% 645 782 9% 41%	70 2% 21% 70% 7% 7%
Base: All US aduts Yes, in all cases Yes, but only in some cases No, I do not Don't know ZYP_q5. Judges have the legal power to rule that convicted ndividuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy oadside holding up an embarrassing sign about what they tid). Do you think it is okay to punish an individual with this sort of sentence? Unweighted base Base: All US aduts Yes, in all cases	2180 5% 16% 9% 9% 2180 2180 11%	945 6% 66% 11% 6656 945 11%	676 4% 18% 69% 9% 814 676 11%	360 5% 13% 73% 9% 453 360 11%	199 5% 14% 77% 3% 257 199 12%	983 5% 14% 74% 6% 1074 983 13%	35 10% 8% 62% 21% 35 35 26%	220 1% 15% 76% 8% 252 220 7%	90 5% 9% 83% 3% 101 90 13%	782 6% 21% 59% 14% 645 782 9%	70 2% 21% 70% 7% 7%

Cell Contents (Cc

# Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017

YOU GOV What the world thinks		Children unde	r the age of 18		Incor	ne	
	Total	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
YP_q2. Has a teacher/professor ever reprimanded you in ront of your peers?							
Unweighted base	2180	529	1616	751	662	453	314
Base: All US adults	2180	541	1596	825	637	398	320
Yes, more than once	31%	29%	31%	28%	29%	33%	36%
Yes, but only once	13%	16%	13%	13%	17%	13%	7%
No, they haven't	33%	32%	33%	35%	34%	37%	24%
Don't know / can't recall	23%	23%	24%	24%	20%	17%	34%
ermission? Unweighted base Base: All US adults Yes, they have No, they have not Don't know Prefer not to say YP_q4. Over the past few years, some parents have begun sing social media (e.g., Facebook, Twitter, etc.) exposure s a punishment for their child's bad behavior (e.g., publicly osting their child's bad test grades, posting videos of their	2180 2180 12% 51% 35% 3%	529   541   14%   49%   32%   5%	1616 1596 11% 51% 36% 2%	751 825 13% 50% 34% 2%	662 637 11% 55% 33% 1%	453 398 12% 53% 35% 0%	314 320 10% 42% 38% 11%
hild admitting to their bad behavior, etc.) Do you think it is kay to use social media (e.g., Facebook, Twitter, etc.) as a sol for punishing a child/teenager?	2180	529	1616	751	662	453	314
Base: All US adults	2180	541	1596	825	637	398	320
Yes, in all cases	5%	8%	4%	5%	4%	7%	5%
Yes, but only in some cases	16%	17%	16%	16%	19%	17%	12%
No, I do not	69%	65%	70%	68%	70%	71%	69%

ZYP\_q5. Judges have the legal power to rule that convicted individuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy roadside holding up an embarrassing sign about what they did). Do you think it is okay to punish an individual with this sort of sentence?

Unweighted base	2180	529	1616	751	662	453	314
Base: All US adults	2180	541	1596	825	637	398	320
Yes, in all cases	11%	14%	10%	11%	11%	12%	9%
Yes, but only in some cases	44%	39%	45%	41%	50%	48%	35%
No, I do not	33%	31%	33%	33%	31%	33%	34%
Don't know	13%	15%	12%	14%	9%	7%	21%

Cell Contents (Cc

# Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017

What the world thinks								Social networ	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
YP_q2. Has a teacher/professor ever reprimanded you in															
ront of your peers?														1	
Unweighted base	2180	1727	767	642	547	132	645	187	593	7	324	38	34	14	290
Base: All US adults	2180	1702	778	562	553	147	580	221	642 34%	9	394	42	33	22	296
Yes, more than once	31%	32%	35%	31%	35%	42%	30%	44%		34%	31%	40%	35%	26%	24%
Yes, but only once	13%	14%	17%	16%	17%	22%	15%	17%	17%	38%	19%	21%	18%	9%	7%
No, they haven't	33%	32%	31%	34%	30%	22%	35%	25%	32%	22%	30%	28%	30%	35%	35%
Don't know / can't recall	23%	22%	17%	19%	19%	14%	21%	15%	17%	6%	19%	10%	17%	30%	34%
/P_q3. Has anyone ever shared private or sensitive formation about you on the internet without your ermission?															
Unweighted base	2180	1727	767	642	547	132	645	187	593	7	324	38	34	14	290
Base: All US adults	2180	1702	778	562	553	147	580	221	642	9	394	42	33	22	296
Yes, they have	12%	13%	17%	13%	19%	26%	15%	25%	16%	17%	16%	25%	11%	6%	5%
No, they have not	51%	51%	47%	47%	50%	42%	50%	39%	51%	77%	50%	60%	66%	53%	51%
Don't know	35%	34%	35%	38%	28%	30%	34%	35%	31%	-	32%	15%	18%	11%	39%
Prefer not to sav	3%	2%	2%	2%	3%	2%	1%	1%	2%	6%	3%	-	5%	30%	5%
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