

Supplementary Material

Survey Measures

Presurvey Questions

- In an average day, how many hours are you online? _____hours
 In an average day, how many hours do you watch television? _____hours
 In an average day, how many hours do you play videogames? _____hours
 In an average day, how many hours do you read printed material? _____hours
 In an average day, how many hours do you listen to music? _____hours
 How many televisions do you have where you live? _____
 How many computers do you have in your primary residence? _____
 How many television shows do you regularly watch? _____
 Do you own or use a Digital Video Recorder? _____
 How many websites do you generally visit daily? _____
 Are you a member of Facebook or MySpace? _____
 Your age: _____
 Your gender: _____

Postsurvey Questions

Please tell us to what degree you found the television:

	Strongly disagree	Strongly agree
Interesting	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	
Exciting	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	
Informative	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	
Educational	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	
Visually Appealing	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	

Please tell us to what degree you found the computer:

	Strongly Disagree	Strongly Agree
Interesting	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	
Exciting	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	
Informative	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	
Educational	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	
Visually Appealing	1--- 2 --- 3 --- 4 --- 5 --- 6 ---7	

How many times do you think you switched from television to computer or from computer to television over the course of the study? _____times

Please rate how strongly you agree with the following statements:

	Strongly Disagree	Strongly Agree
I enjoy multitasking	1 -- 2 -- 3 -- 4 -- 5 -- 6 -- 7	
Multitasking makes you more productive	1 -- 2 -- 3 -- 4 -- 5 -- 6 -- 7	
I am an effective multitasker	1 -- 2 -- 3 -- 4 -- 5 -- 6 -- 7	
I can easily pay attention to more than one thing at a time	1 -- 2 -- 3 -- 4 -- 5 -- 6 -- 7	

Please rate your agreement with the following statements:

	Strongly Disagree	Strongly Agree
I would like to explore strange places	1 -- 2 -- 3 -- 4 -- 5 -- 6 -- 7	
I like to do frightening things	1 -- 2 -- 3 -- 4 -- 5 -- 6 -- 7	
I like new and exciting experiences even if I have to break the rules	1 -- 2 -- 3 -- 4 -- 5 -- 6 -- 7	
I prefer friends who are exciting and unpredictable	1 -- 2 -- 3 -- 4 -- 5 -- 6 -- 7	

Please rate your agreement with the following statements:

	Strongly Disagree	Strongly Agree
I do not like to juggle several activities at the same time.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7	
People should not try to do many things at once.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7	
I am comfortable doing several things at the same time.	1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7	

When you are watching television in your everyday life, what percentage of time is spent also using a computer?
_____ %

When you are using a computer in your everyday life, what percentage of time is spent also watching television?
_____ %

If you had to estimate, what percentage of your media usage is spent consuming multiple media simultaneously?
_____ %

How often do you simultaneously use the television and a computer?

Never Always
1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7

How often do you simultaneously use the television and a computer?

Never Always
1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7

How often do you listen to music when reading?

Never Always
1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7

When you are watching television without using a computer, how often do you change channels or fast-forward through commercial breaks?

Almost never Almost always
1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7

Does using a computer while watching TV reduce the number of channel changes you make?

Definitely no Definitely yes
1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7