Questionnaires

Almost as important as the data gatered is the original questionnaires. Below we provide access to a linear, non-adaptive form of the questionnaires asked during the Fourth Survey. These are helpful in interpreting the results as well as understanding the codes used in the datasets. The questionnaires are subject to certain usage restrictions.

- General Demographics
- Politics New!
- Electronic Privacy New!
- WWW Usage & Preferences
- HTML Authors
- Webmasters
- Web Service Providers
- Consumer Surveys
  - Advertising on the Web New!
  - Information Gathering and Purchasing
  - Security of Transactions
  - Purchasing Behavior
  - Opinions of Vendors

For more information or to submit comments:
send e-mail to www-survey@cc.gatech.edu.

GVU's WWW Surveying Team
Graphics, Visualization, & Usability Center
College of Computing
Georgia Institute of Technology
Atlanta, GA 30332-0280

GVU's General Information Questionniare Form

How did you find out about the GVU's Fifth WWW User Survey?
Please check all that apply.

Followed URL from another Web page
Saw postings to WWW related newsgroups
Received email from www-surveying mailing list
Was told URL by friend
Read about it in a magazine
Read about it in a newspaper
Remembered to participate from last survey
Other Sources

How long have you been on the Internet (including using email, gopher, ftp, etc.)?

Less than 6 months
6 to 12 months
1 to 3 years
4 to 6 years
7 years or more

What is your native/first language?

Rather not say!
Arabic
Chinese
English
French
German
Hebrew
Hindi
Japanese
Russian
Spanish
Other

How many personal computers do you own?

    None
    1 computer
    2 computers
    3 computers
    4 or more computers

What is the nature of your primary Internet access provider?

    Major Online Service (e.g., ATT, AOL, MSNet, etc.)
    Local Internet Access Provider
    Educational
    Commercial
    Government
    Military
    Organization
    Other

Which online services do you currently subscribe to?
Please check all that apply.

    America/Bertelsmann Online
    AOL
    ATT
    CompuServe
    EuropeOnline
    Microsoft Network
    NetCom Internet Services
    T-Online
    Prodigy
    Other
    None

Who pays for your Internet access?
Please check all that apply.

    Me
    Parents
    Work
    School
    Other
    Don't Know

How many hours per week do you use your computer for *fun/play*?

Zero hours
1 to 5 hours
6 to 10 hours
11 to 20 hours
21 to 30 hours
31 to 40 hours
41 to 50 hours
Over 50 hours

How many hours per week do you use your computer for *work*?

Zero hours
1 to 5 hours
6 to 10 hours
11 to 20 hours
21 to 30 hours
31 to 40 hours
41 to 50 hours
Over 50 hours

Which of the following categories best describes your primary occupation?

Computer Related
Management
Professional
Educator and/or Student
Other

Please indicate the highest level of education completed.

Grammar School
High School
Vocational/Technical School (2 year)
Some College
College Graduate (4 year)
Master's Degree (MS)
Doctoral Degree (Phd)
Professional Degree (MD,JD, etc.)
Other

What is your sex?

Female
Male

Note: Although this is a sensitive question, the answer can help WWW developers to understand the needs of current Web users. It is not intended to offend. **How would you classify yourself?**

Rather not say!
Caucasian/White
African American
Native American/Eskimo
Asian/Pacific Islander
Hispanic
Latino
Other

What is your current marital status?

Rather not say!
Divorced
Living with another
Married
Separated
Single
Widowed

Note: Although this is a sensitive question, the answer can help WWW developers to understand the needs of current Web users. It is not intended to offend. **Are you disabled or impaired?**

Rather not say!
Vision impaired
Hearing impaired
Motor impaired
Cognitively impaired
More than one of the above
Not impaired

How many people in your household are dependent children?

Where are you located?

Africa

Antarctica
Asia
Oceania
Europe
North America (USA)
North America (Canada & Mexico)
Central America
South America
Middle East
West Indies

Please indicate your current *household* income in U.S. dollars

Rather not say!
Under $10,000
$10,000-$19,999
$20,000-$29,999
$30,000-$39,999
$40,000-$49,999
$50,000-$74,999
$75,000-$99,999
Over $100,000

What is your age?

What is your primary computing platform?

DOS
Macintosh
Nextstep
OS2
Unix
PC running Unix
VMS
Windows
Windows NT
Windows 95
Terminal/vt100
Don't Know
Other

Would you be willing to pay for information from WWW sites?

No
Yes, on a pay per view basis
Yes, on a hourly usage basis
Yes, on a monthly subscription basis
Yes, on a different pricing basis
Yes, regardless of pricing model

Have you used Forums, Bulletin Boards, Newsgroups and/or Chat services?*

Yes
No

Would you like to see these capabilities built into Web Pages?*

Yes
No

Which of the following options best describes your political views?

Rather not say!
Very liberal
Liberal
Moderate
Conservative
Very conservative
Other
Don't know

Which late night TV host do you prefer?*

Rather not say!/Do not watch late night TV!
Jay Leno
David Letterman
Other

How interested would you be in obtaining future Internet access via the following?*

Local Phone Company?
Long Distance Phone Company?
Cable Television Company?
Utility Company?
Direct Broadcast Satellite?

What is the screen diameter/diagnol of the monitor in front of you?

Do not know
Under 10 inches
10 - 12.99 inches
13 - 15.99 inches
16 - 18.99 inches
19 - 21.99 inches
Over 22 inches

What type of monitor is in front of you?

Do not know
Monochrome (e.g., black and white)
Color - 8 bit
Color - 16 bit
Color - 24 bit
Color - but am unsure of bit depth
Other

How many hours per week do you use your computer for *personal reasons*?

Zero hours
1 to 5 hours
6 to 10 hours
11 to 20 hours
21 to 30 hours
31 to 40 hours
41 to 50 hours
Over 50 hours

What is your nationality?

What is the primary place your access the WWW from?

Home
Office
Distributed work place
Other

This questionnaire was developed by:
GVU's WWW User Survey Team (Jim Pitkow & Colleen Kehoe) and former member Mimi Recker

GVU's Web Usage Questionnaire

On average, how often do you use your WWW browser?
By this, we mean using your browser for a specific set of tasks or activities. We do not mean how many times you launch your browser per day.

    More than 9 times/day
    5 to 8 times/day
    1 to 4 times/day
    A few times a week
    Once a week
    Once a month

On average, how many *hours a week* do you use your WWW browser?

    0 to 1 hours/week
    2 to 4 hours/week
    4 to 6 hours/week
    7 to 9 hours/week
    10 to 20 hours/week
    More than 20 hours/week

What do you find to be the biggest problems in using the Web?
(Please check all that apply.)

    Not being able to efficiently organize the pages & information I gather
    Not being able to find a page I know is out there
    Not being able to return to a page I once visited
    Not being able to determine where I am (i.e., 'lost in hyperspace' problem)
    Not being able to visualize where I have been and where I can go (e.g., view portions of a web
    site, view clickstream)
    It takes too long to view/download pages
    It costs too much

What are the primary uses of your WWW browser?
(Please check all that apply.)

Academic Research
Business Research
Browsing/Surfing
Educational
Shopping
Entertainment
Work/Business
Other

Which of the following connection speeds do you primarily use to connect to the Internet? (Round up if necessary.)
If you access the Internet at home via a commercial provider, choose the speed from you to your Internet provider.

Less than 14.4 Kb/sec
14.4 Kb/sec (modem)
28.8 Kb/sec (modem)
56 Kb/sec
128 Kb/sec (ISDN)
1 Mb/sec (T1)
10 Mb/sec
45 Mb/sec (T3)
Faster than 45 Mb/sec (FDDI)
Do not know

Which browser do you expect to be using in 12 months?

Netscape Navigator
Spry Mosaic
Webcrawler (Americal Online)
Internet Explorer (Microsoft)
Netcruiser
PSI Pipeline
Other browser

People browse the Web in many different ways. Please put a check against all of the following that accurately describe how you like to browse the Web.

Go to links from my Hotlist/Bookmark
Type in the URL I want to go to
Go from one link to another, page to page - *that is, a happy-go-lucky browser*
Locate the URL through search pages - *like Alta Vista, Lycos, etc.*
Locate the URL thought Meta-Indexes - *like Yahoo, McKinley, etc.*

How do you find out about WWW pages/sites?
(Please check all that apply.)

 Books
 Friends
 Follow URLs from other Web pages
 Internet searching services
 Newsgroups
 Magazines
 Newspapers
 Signatures at end of email messages
 Television advertisements
 Other Sources

Approximately how many items does your Hotlist/Bookmark contain?

 I don't use Hotlists/Bookmarks
 I don't have know
 1 to 10 pages
 11 to 50 pages
 51 to 100 pages
 101 pages or more

Why do you save/print WWW documents that you view?
(Please check all that apply.)

 Archive documents
 Fear that document will no longer be available
 Use the information in the document offline
 Read document offline rather than online
 Want to use content in other document(s)
 Want to mimic format/HTML in other document(s)
 Distribute to others not online
 Other

How frequently do you *save or print* WWW documents that you view?

 More than 9 times/day
 5 to 8 times/day
 1 to 4 times/day
 A few times a week
 Once a week
 Once a month

Media Type Preferences

Web sites provide a variety of resources. Please indicate how much you like/dislike a site which...
enables keyword searches of document in its collection?
provides many links to other related Web sites (meta-indexes)?
relies heavily on videos/movies?
relies heavily on embedded images?
relies heavily on sound/audio files?
relies exclusively on text?

Web Usage

The Web is a versatile tool. Please indicate how often you have the Web for each of the following categories during the *past 12 months*.
to go shopping?
to access newsgroups information?
to access weather information?
to access information about commercial products/services?
to access government documents?
to access reference materials?
to access research reports & projects?
to access financial information?
to access online newspapers?
instead of other/default Internet browsers (Gopher/FTP/etc.)?
instead of watching TV?

Intended Use

How much do you plan on spending in the next 12 months on the following items:

On internet access

Rather Not Say!
none
under $100
$101 - $500
$501 - $999
$1000 - $4900
Over $5000

On hardware & software

>Rather Not Say!
>none
>under $100
>$101 - $500
>$501 - $999
>$1000 - $4900
>Over $5000

On internet content

>Rather Not Say!
>none
>under $100
>$101 - $500
>$501 - $999
>$1000 - $4900
>Over $5000

Approximately how many Web sites have you visited in-depth since you began using the Web? (In-depth meaning more than just the home page.)

What are your 5 favorite Web Sites?

Is your company/organization currently utilizing Intranets (private networkds based on Internet standards and technology)?

>Yes
>No
>Don't know
>Not applicable

Which of the following technologies do you use to communicate with others?

>Fax
>Email
>Phone (wired)
>Phone (wireless)

Pagers
Voice mail
Surface mail
Next day/Overnight mail
Other
Don't know

This questionnaire was developed by:
GVU's WWW User Survey Team (Jim Pitkow & Colleen Kehoe) and former member Mimi Recker

GVU's Online Politics Questionnaire

How many hours per day, on average, do you spend viewing, listening to, or reading news or other political material?

Less than 15 minutes
15 to 30 minutes
30 to 60 minutes
1 to 2 hours
2 to 3 hours
More than 3 hours
Don't know
No answer

What are your primary sources of news & information on political issues & events.
(Please check all that apply.)

National newspapers
Local newspapers
Magazines
Journals with a professional focus
Talk radio
Radio stations with a news focus, e.g. NPR
Network television news
News and information tv channels, e.g. CNN, C-Span
Online news, Web sites, email lists
Offline conversations
Online discussions/exchanges

Which statement comes closest to your own views, even if neither is exactly right?

Most elected officials DO care what people like me think.
Most elected officials DON'T care what people like me think.
No answer

Which of the following Web sites do you visit frequently?

(Please check all that apply.)

> Online newspaper
> CNN
> Fedworld Sources
> PoliticsUSA
> Thomas
> Time/Pathfinder
> A Presidential candidate's home page
> White House home page
> A Web Search Engine, e.g., AltaVista
> Don't know
> Other

Have you ever read, used, or distributed an electronic document from the White House in the United States such as a press release, official announcement, or transcript?

> Yes, frequently
> Yes, occasionally
> Yes, infrequently
> No
> Don't know

In which of the following elections did you vote?
* *(Please check all that apply.)*

> Most recent state, province, region, city, or town election
> Most recent national legislative election (1994 in US)
> Most recent national Presidential election (1992 in US)
> None of the above
> Don't know/don't remember

Which of the following types of OFFLINE political activity have you taken part in during the past year? *(Please check all that apply.)*

> Organize/sign a petition
> Organize/attend a public meeting
> Write/call a government official
> Attend a political rally/speech
> Discuss political issues
> Join a political group
> Volunteer/work for a party/candidate
> Solicit/contribute money
> Try to influence how other vote
> Obtain/distribute political info

Other/None

Which of the following types of ONLINE political activity have you taken part in during the past year?
(Please check all that apply)

Organize/sign a petition
Organize/attend a public meeting
Email a government official
Discuss political issues
Join a political group
Volunteer/work for a party/candidate
Solicit/contribute money
Try to influence how others vote
Obtain/distribute political info
Other/None

How many times have you sent electronic mail to your government's highest politcal offical in the last year? (President in US)

Never
1 to 2 times
3 to 5 times
6 to 10 times
11 to 20 times
More than 20 times
Can not email highest offical
Don't know

Complete the following sentence in the way that comes closest to your own views: 'Since getting on the Net, I have ...'

... become MORE involved in issues that interest me.
... become LESS involved in issues that interest me.
... become EQUALLY involved in issues that interest me.
... Don't know/No answer.

Complete the following sentence in the way that comes closest to your own views: 'Since getting on the Net, I have ...'

... become MORE connected with people like me.
... become LESS connected with people like me.
... become EQUALLY connected with people like me.
... Don't know/No answer.

Are you currently registered to vote?

     Yes
     No
     Not applicable

GVU's Privacy Questionnaire

When you view a page, you issue a request to a machine that returns the page to you. To the best of your knowledge, which of the following information *can* be recorded/logged about your page request?
(Please check all that apply.)

Your email address
Time of the request
Your machine address
The requested page
An identifier that persists across visits to that site
The type of browser you are using
Your machine's operating system
Your geographical location
Don't know

Some Web sites ask for you to register with the site by providing personal information. Have you ever provided false information to such sites?

Yes
No
I've never registered with a site
No answer

I would give demographic information to a Web site if ...
(Please check all that apply.)

a statement was provided regarding what information was being collected
a statement was provided regarding how the information was going to be used
in exchange for access to the pages on the Web site
for a small discount at the Web site's store or on their products
for some value-added service (e.g., notification of events, etc.)
I would not give the site any demographic information
under other terms and condidtions

Please indicate your agreement/disagreement with each of the following statements.

A user ought to have complete control over which sites get what demographic information.

I value being able to visit sites on the Internet in an anonymous manner.

Advertising-supported content has a role on the Internet.

I ought to be able to take on different aliases/roles at different times on the Internet.

Web sites need information about their users to better design their pages & services.

Web sites need information about their users to market their site to advertisers.

Content providers have the right to resell information about its users to other companies.

This questionnaire was developed by:
GVU's WWW User Survey Team (Jim Pitkow & Colleen Kehoe)

GVU's Privacy Questionnaire

When you view a page, you issue a request to a machine that returns the page to you. To the best of your knowledge, which of the following information *can* be recorded/logged about your page request?
(Please check all that apply.)

    Your email address
    Time of the request
    Your machine address
    The requested page
    An identifier that persists across visits to that site
    The type of browser you are using
    Your machine's operating system
    Your geographical location
    Don't know

Some Web sites ask for you to register with the site by providing personal information. Have you ever provided false information to such sites?

    Yes
    No
    I've never registered with a site
    No answer

I would give demographic information to a Web site if ...
(Please check all that apply.)

    a statement was provided regarding what information was being collected
    a statement was provided regarding how the information was going to be used
    in exchange for access to the pages on the Web site
    for a small discount at the Web site's store or on their products
    for some value-added service (e.g., notification of events, etc.)
    I would not give the site any demographic information
    under other terms and condidtions

Please indicate your agreement/disagreement with each of the following statements.

A user ought to have complete control over which sites get what demographic information.

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This questionnaire was developed by:
GVU's WWW User Survey Team (Jim Pitkow & Colleen Kehoe)

GVU's Purchasing Behavior Questionnaire

Not done More than once a week 2 to 4 times a month Once a month Less often than once a monthHardly ever Non-commercial internet or WWW Sites e.g., Newsgroups, mailing lists, discussion groups, etc.)

Commercial WWW Sites

Commercial Online Services (e.g., Prodigy, AOL, CompuServe, etc.)

Articles or Reviews in Newspapers/Magazines

Direct Mail Brochures/Advertising

During the past six months, how often have you made any purchases from each of the following sources?

Catalog Store, or Mail Order, NOT online (e.g., Service Merchandise, L.L. Bean, catalogs through US mail or telephone, Best Buy)

Other Retail Stores/Service Outlets (e.g., specialty stores, supermarkets, Department stores, etc.)

Online Mail Order (e.g., Prodigy, Bulletin board, Internet Vendors, etc.)

What is the TOTAL amount you spent on purchases through vendors on the World Wide Web during the past six months?

During the next six months, how often do you expect to use the following information sources to help you in you purchasing decisions?

Non-commercial internet or WWW Sites e.g., Newsgroups, mailing lists, Discussion groups, etc.)

Commercial WWW Sites

Commercial Online Services (e.g., Prodigy, AOL, CompuServe, etc.)

Articles or reviews in Newspapers/Magazines

Direct Mail Brochures/Advertising

What is the TOTAL amount you expect to spend on purchases through vendors on the World Wide Web during the next six months?

How satisfied are you with the QUALITY of the products or services you have purchased from the following sources?

Catalog Mail Order

Home Shopping Service

Online Mail Order

Retail/Service Stores

How satisfied are you with the SUPPORT SERVICES (e.g. customer service, warranty) of the products or services you have purchased from the following sources?

Catalog Mail Order

Home Shopping Service

Online Mail Order

Retail/Service Stores

How satisfied are you with the DELIVERY (e.g. handling, length of time) of the products or services you have purchased from the following sources?

Catalog Mail Order

Home Shopping Service

Online Mail Order

Retail/Service Stores

This questionnaire was developed by:
Sunil Gupta, Michigan Business School, University of Michigan

GVU's Information Gathering and Purchasing Questionnaire

Where You Seek Information

Before making a purchase, you might seek information from a variety of external sources. Listed below are several types of products/services. **For each product or service please indicate whether you do (check the checkbox) or do not (leave checkbox blank) consult the information sources.** If you use more than one source, check the checkbox for each item. (*If you neither buy, nor seek information about a particular item, please leave **all** checkboxes for that item's line blank.*

- Computer Hardware less than $50   On-Line Newspapers/Magazines   Direct Mail

- Computer Hardware more than $50   On-Line Newspapers/Magazines   Direct Mail

- Computer Software less than $50   On-Line Newspapers/Magazines   Direct Mail

- Computer Software more than $50   On-Line Newspapers/Magazines   Direct Mail

- Home Electronics less than $50   On-Line Newspapers/Magazines   Direct Mail

- Home Electronics more than $50   On-Line Newspapers/Magazines   Direct Mail

- Legal Services   On-Line Newspapers/Magazines   Direct Mail

- Food/Condiments/Beverages   On-Line Newspapers/Magazines   Direct Mail

- Investment choices (e.g. stocks) On-Line Newspapers/Magazines   Direct Mail

- Videos/Movies   On-Line Newspapers/Magazines   Direct Mail

- Music CDs/Tapes/Albums   On-Line Newspapers/Magazines   Direct Mail

- Books/Magazines   On-Line Newspapers/Magazines   Direct Mail

- Concerts/Plays   On-Line Newspapers/Magazines   Direct Mail

- Travel Arrangements   On-Line Newspapers/Magazines   Direct Mail

- Apparel/Clothing/Shoes   On-Line Newspapers/Magazines   Direct Mail

- Other Web Services   On-Line Newspapers/Magazines   Direct Mail
- Sunglasses/Personal Items   On-Line Newspapers/Magazines   Direct Mail
- Real Estate   On-Line Newspapers/Magazines   Direct Mail
- Insurance Services   On-Line Newspapers/Magazines   Direct Mail
- Autos/Motorcycles   On-Line Newspapers/Magazines   Direct Mail
- Jewelry/Watches   On-Line Newspapers/Magazines   Direct Mail
- Household Appliances   On-Line Newspapers/Magazines   Direct Mail
- Banking or Finacial Services   On-Line Newspapers/Magazines   Direct Mail

Where You Buy

When buying an item, we usually have several choices regarding who and where to buy it from. Listed below are several products and services that you might have bought in the last six months, and several types of shopping outlets. **For each product or service please indicate whether you have bought it within the past six months (check the checkbox) or not (leave checkbox blank) from each of the types of outlets.** If you have bought the item from more than one outlet, within the past six months, check the checkbox for each outlet. (*If you have not bought the item within the past six months, please leave **all** checkboxes for that item's line blank.*

- Computer Hardware less than $50   On-Line Catalogs   Retail Stores
- Computer Hardware more than $50   On-Line Catalogs   Retail Stores
- Computer Software less than $50   On-Line Catalogs   Retail Stores
- Computer Software more than $50   On-Line Catalogs   Retail Stores
- Home Electronics less than $50   On-Line Catalogs   Retail Stores
- Home Electronics more than $50   On-Line Catalogs   Retail Stores
- Legal Services   On-Line Catalogs   Retail Stores
- Food/Condiments/Beverages   On-Line Catalogs   Retail Stores
- Investment choices (e.g. stocks) On-Line Catalogs   Retail Stores
- Videos/Movies   On-Line Catalogs   Retail Stores
- Music CDs/Tapes/Albums   On-Line Catalogs   Retail Stores
- Books/Magazines   On-Line Catalogs   Retail Stores

- Concerts/Plays   On-Line Catalogs   Retail Stores
- Travel Arrangements   On-Line Catalogs   Retail Stores
- Apparel/Clothing/Shoes   On-Line Catalogs   Retail Stores
- Other Web Services   On-Line Catalogs   Retail Stores
- Sunglasses/Personal Items   On-Line Catalogs   Retail Stores

This questionnaire was developed by:
Sunil Gupta, Michigan Business School, University of Michigan

GVU's Security of Transactions Questionnaire

Listed below are some of the alternative manners in which you might purchase from Web vendors. For each scenario, please indicate how likely you are to buy a competitively priced product/service that you really wanted. (In each case assume that you are providing the needed information, and receiving the product/service *directly from the vendor*.)

You provide credit card and purchase information through a *toll* call/fax

You provide credit card and purchase information through a *tollfree* call/fax

You set up an account with the vendor offline once, then provide a vendor-specific account number and purchase information each time you want to make a purchase on the Web

You provide credit card and purchase information through electronic mail

Your credit card and purchase information would be scrambled and transmitted over the Internet to the vendor. Any subsequent transmissions from the vendor would also be scrambled.

Please indicate your agreement/disagreement with each of the following statements.

Providing credit card information through the Web:

is just plain foolish

is the single most important reason I don't buy through the Web more often

is riskier than providing it over the phone to an offline vendor

is riskier than providing it to some unknown store when traveling away from home

is riskier than faxing it to an offline vendor

would not matter much if the prices were considerably lower

would not matter much if the products/services were of a higher quality

would not matter much if the Web vendor was well known and reliable

Some have suggested the use of reliable third parties.

1. **Instead of dealing separately with each vendor, the buyer would set up an account with a central company (the issuer).**
2. **When making a purchase from any participating vendor, the buyer would provide this account number to the vendor.**
3. **In turn, the vendor would get approval from the issuer, and ship/provide the product/service to you.**
4. **The issuer would charge the purchase amount to your account.**

For each of the following third party possibilities, please indicate how likely you are to set up an account with them offline, and then use your account number to purchase from participating vendors. Once again, assume that the vendor is offering a competitively priced product/service that you really want.

a bank (e.g., Bank of America, Citibank, etc.)

a mall operator who was previously unknown to you

a mall operator well known to you (e.g., internetMCI)

a major credit card company (Mastercard, Visa, American Express, Discover)

a check clearing company (e.g. Telecheck)

other well known third parties (e.g., Microsoft, Intuit, Goldman Sachs, etc.)

digitally based banks/currency providers(e.g., First Virutal, DigiCash, CyberCash, etc.)

Finally, compared to dealing directly with each vendor, how much more or less likely are you to actually make purchases when your most preferred third party is also involved in the transaction.

This questionnaire was developed by:
Sunil Gupta, Michigan Business School, University of Michigan

GVU's Opinions of Vendors Questionniare

On the whole, how well do each of the following statements characterize your opinion of commercial vendors on the Web compared to other, more traditional vendors?

Returns and refunds are easier with WWW vendors

WWW vendors offer more useful information about the choices available

It is easier to place orders with WWW vendors

It is easier to cancel orders placed with WWW vendors

WWW vendors are more reliable

WWW vendors have simpler payment procedures

WWW vendors provide better customer service and after-sales support

It is safer to use credit cards when making purchases from WWW vendors

WWW vendors deliver orders/services in a more timely manner

WWW vendors offer better prices

It is easier to contact WWW vendors

On the whole, I would prefer to gather *purchase-related information* through WWW vendors

On the whole, I would prefer to *purchase products and services* through WWW vendors

Now, please indicate *how IMPORTANT* each of the following features is to you personally, when shopping, or considering shopping, on the Web

Variety of choices

Easy handling of returns or refunds

Quality of information about purchase choices

Ease of placing orders

Ease of cancelling orders

Internet vendor's reliability

Easy payment procedures

Customer service and after-sales support

Security of sensitive information

Getting orders/services in a timely manner

Lowest price

Satisfaction with being on the cutting edge

Ease of contacting the vendor

This questionnaire was developed by:
Sunil Gupta, Michigan Business School, University of Michigan

GVU's HTML Authoring Questionnaire

Please estimate the number of documents you have authored using Web publishing software e.g. HotMetal, PageMill, FrontPage, etc.

    None
    1 to 10 documents
    11 to 50 documents
    51 to 100 documents
    101 documents or more

Please estimate the number of documents you have authored directly editing HTML - that is, creating by hand editing the entire HTML source file.

    None
    1 to 10 documents
    11 to 50 documents
    51 to 100 documents
    101 documents or more

How many years of computer programming experience do you have, if any?

    None
    1 to 3 years
    4 to 6 years
    7 to 12 years
    13 years or more

Have you programmed in Java?

    Yes
    No

In learning HTML, what sources of information did you use?
(Please check all that apply.)

Local HTML Guru
Friends
Online Sources
WWW/HTML Books
HTML Tutorial/Class
Other

How many hours did you spend learning the basics of HTML?

1 to 3 hours
4 to 6 hours
7 to 12 hours
Over 12 hours
Never Learned HTML

Which of the following topics have you authored documents on?
(Please check all that apply.)

Personal Info
Work/Organization Info
Research/Papers/Reports
Entertainment
Art
Sports
Products
Meta-Indexes
Current Events/News
Conference Announcements
Product Ads/Catalogues
Other

Which of the following types of links/URLs do your documents contain?
(Please check all that apply)

Links to other Web documents
Links to FTP sites
Links to Gopher sites
Plug-in Applications
Java/Javascript
Image Maps
Forms/CGI Scripts
Images
Movies
Sounds

VRML
Other

Which language do you most frequently program CGI scripts in?

Apple Script
C
C++
Java
OLE/DCE
Perl
Python
sh/ksh/csh/favorite shell
Visual Basic
Not applicable
Other

Overall, learning to enbed HTML forms was:

Overall, learning image maps was:

Overall, learning to write CGI scripts was:

Overall, learning HTML was:

What do you consider to be the major advantages to programming in Java for Web applications?
(Please check all that apply)

Platform independent
Provides a measure of security
Doesn't require special permission (e.g. unlike CGI)
Better/easier than Shockwave
Better interactivity
Everyone else is doing it

There are no advantages to programming in Java
Other/Do not know

In the next 12 months, do you plan to program in Java?

Yes
No
Do not know

What is your opinion of the security of Java as a network programming language?

Very secure
Somewhat secure
Somewhat insecure
Very insecure
Do not know

How knowledgeable are you about Java's security measures?

Not at all
A little (e.g. could list some of them)
Moderately (e.g. have read the white paper)
Very (e.g. have a thorough understanding of flaws recently found)
Expert (e.g. have written code to test them)

Overall, the real value-added of Java to the Web is ...

Fluff - provides no real value-added
Aesthetic - makes things prettier
Functional - enables advanced functionality
Revolutionary - fundamentally changes the Web
Do not know

This questionnaire was developed by: GVU's WWW User Survey Team (Jim Pitkow & Colleen Kehoe)

GVU's Webmaster Questionnaire

How many servers do you operate?

1
2
3
4
5 to 10
over 10

Which server(s) do you operate? *(Please check all that apply.)*

Apache
BESTWWWD
CERN
HTTPS
MacHTTP
NCSA
Microsoft
Netscape
WinHTTP
WebSite
WebSTAR
Other

What is the speed of the network connection to your server?
That is, what is the speed of the first connection from your server to the network?

Under 28.8 Kb/sec
28.8 Kb/sec SLIP/PPP
56 Kb/sec
128 Kb/sec
1 Mb/sec (T1)
10 Mb/sec
45 Mb/sec (T3)
100 Mb/sec (FDDI)

Faster than 100 Mb/sec
Unsure of network connection

For roughly how many people do you maintain documents?

Only for myself
1 to 10 people
11 to 50 people
51 to 100 people
101 people or more

Do you mirror other sites?

Yes
No

Do you operate a proxy?

Yes
No

How much do you charge for companies to advertise on your pages?

I do not allow companies to advertise on our pages
Under $50 per week
$51 - $100 per week
$101 - $500 per week
$501 or more per week

Which of the following features of a Web server are most important? *(Please check all that apply.)*

Cataloging
Database integration
Ease of administration
Extensability/API
Access to source code
Performance
Price
Remote maintenance
Secure communications
Virutal hosting
Other
Do not know

Do you run a web server for internal distribution of information?

Yes
No

Which server(s) do you plan on operating in 6 months? *(Please check all that apply.)*

Apache
BESTWWWD
CERN
HTTPS
MacHTTP
NCSA
Microsoft
Netscape
WinHTTP
WebSite
WebSTAR
Other

Please add any comments here.

This questionnaire was developed by: GVU's WWW User Survey Team (Jim Pitkow & Colleen Kehoe)

GVU's Web Service Provider Questionnaire

What types of services does your company provide?
(Please check all that apply)

Page Creation & Design
Custom CGI Programming/Scripting
Disk Space on a Web Server
Analysis of Customer's Page Traffic
Internet Marketing Assistance
Web Related Consulting
Online Connectivity/Access
Other Services

How many customers does your company currently serve?

None
1 to 10 customers
11 to 50 customers
51 to 100 customers
101 customers or more

How many people does your company have working for you (including contractors)?

1 to 10 people
11 to 50 people
51 to 100 people
101 people or more

Do you offer Domain Registration and Servicing (e.g. www.your_customer.com)?

Yes
No
Don't Know

What factors go into determining what you charge your customer for your services? *(Please check all that apply)*

Size of project
Number of services utilized
Complexity of project
Size of customer's company
Duration of project maintainence
Other factors

How much do you charge for CGI programming/scripting?

Under $10 per script
$10 and $50 per script
$51 or more per script
Under $75 per hour
$76 or more per hour
Under $500 per average site/customer
$500 and $2500 per average site/cus tomer
$2501 or more per average site/customer
Customized to each project
Other model

How much do you charge for page creation and design?

Under $10 per page
$10 and $50 per page
$51 or more per page
Under $75 per hour
$76 or more per hour
Under $500 per average site/customer
$500 and $2500 per average site/customer
$2501 or more per average site/customer
Customized to each project
Other model

How long has your company been in business?

Less than 6 month
6 to 12 months
1 to 2 years
2 to 4 years
over 4 years

How much do you charge for companies to advertise on your pages?

I do not allow companies to advertise on our pages
Under $50 per week
$51 - $100 per week
$101 - $500 per week
$501 or more per week