Almost as important as the data gathered 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
- Electronic Privacy
- WWW Usage & Preferences
- HTML Authors
- Webmasters
- Web Service Providers
- Consumer Surveys
  - Advertising on the Web
  - 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 Questionnaire
Form

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Georgia Tech Research Corporation
Atlanta, Georgia 30332-0415
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Usage Restrictions

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/diagonol 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.)
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 networks 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
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?
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
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 political official 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 official
- 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

This questionnaire was primarily developed by:  
Roger Hurwitz (MIT), John C. Mallery (MIT), Mark S. Bonchek (MIT) and GVU’s WWW User Survey Team (Jim Pitkow & Colleen Kehoe)
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 conditions
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)
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 conditions
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)
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 your 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
**Where You Seek Information**

Before making a purchase, you might seek information from a variety of external sources. **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.**

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>On-Line Newspapers/Magazines</th>
<th>Direct Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer Hardware less than $50</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Computer Hardware more than $50</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Computer Software less than $50</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Computer Software more than $50</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Home Electronics less than $50</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Home Electronics more than $50</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Legal Services</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Food/Condiments/Beverages</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Investment choices (e.g. stocks)</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Videos/Movies</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Music CDs/Tapes/Albums</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Books/Magazines</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Concerts/Plays</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Travel Arrangements</td>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Apparel/Clothing/Shoes</td>
<td>Yes</td>
<td></td>
</tr>
</tbody>
</table>
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
- Travel Arrangements
- Apparel/Clothing/Shoes
- Other Web Services
- Sunglasses/Personal Items

This questionnaire was developed by:
Sunil Gupta, Michigan Business School, University of Michigan
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
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
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
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 embed 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
Extensibility/API
Access to source code
Performance
Price
Remote maintenance
Secure communications
Virtual 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)
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 maintenance
- 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/customer
- $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