**WEB USAGE SURVEY**

Hello, we are conducting a research study for two professors at a national research university in the United States, in order to understand how people browse the web on their computers and mobile devices. Would you please take 15 minutes to complete this survey, which consists of four short sections? It is completely confidential and the information will be used only for statistical/academic purposes. Please note that there are no right or wrong answers to any of the questions in this study and that we are only interested in your opinions.

Please note that the responses to questions in Sections II and III require you to read and clearly understand the respective introductory paragraphs in those sections. Therefore, please make sure you click the next button only if you have read and understood the material.

Thank you for participating in this study.

**Section I**

1. **Approximately, how much time would you estimate that you personally use the Web via all devices (e.g., desktop and laptop computers, mobile devices)?**

[ ] one hour a week or less

[ ] over 1 and up to 5 hours a week

[ ] over 5 and up to 10 hours a week

[ ] over 10 and up to 20 hours a week

[ ] over 20 and up to 40 hours a week

[ ] over 40 hours a week

1. **When did you start using the Web using any type of device (e.g., desktop and laptop computers, mobile devices such as smartphones and iPads)?**

[ ] 1 year ago or less  
[ ] over 1 year and up to 3 years ago  
[ ] over 3 years and up to 5 years ago  
[ ] over 5 years and up to 7 years ago  
[ ] over 7 years and up to 10 years ago

[ ] over 10 years ago

1. **What best describes the primary type of connection to the Internet you currently have?**

[ ] dialup

[ ] cable

[ ] DSL

[ ] Satellite

[ ] other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section II**

For the next few questions, please note that there is a distinction between mobile applications (henceforth, referred to as “apps”) on a mobile device that require an external communication in order to use them, for example, Google maps, Weather app, Internet banking etc. which do not work without Internet connectivity), versus those that can be used locally without requiring an external communication, for example, Angry birds, Pac man, Calculator etc. which can work without Internet connectivity). We will refer to the former as *external apps* and to the latter as *local apps* respectively. Mobile devices include smartphones (such as the iPhone or the Samsung Galaxy) and tablets (such as the iPad or the Nexus Tablet) of various form factors . Computers include laptop, desktop, and tablet computers.

1. **During a typical week, to what extent do you use a mobile device (either through an external app or through a browser) or a computer to access the Internet? Please use the slider scale below to indicate your response in terms of percent allocation of your time.**

Percent time using a mobile device Percent time using a computer

1. **When you are using your computer to access the Internet, typically how long does each session last? Please note that a session implies one sitting, i.e., a continuous stretch of time without a disruption.**

[ ] 2 minutes or less

[ ] over 2 and up to 5 minutes

[ ] over 5 and up to 10 minutes  
[ ] over 10 and up to 30 minutes

[ ] over 30 minutes and up to an hour

[ ] over 1 and up to 2 hours   
[ ] over 4 hours

1. **When you are using a mobile device to access the Internet (either via an external app or through a browser), typically how long does each session last? Please note that a session implies one sitting, i.e., a continuous stretch of time without a disruption.**

[ ] 2 minutes or less

[ ] over 2 minutes and up to 5 minutes

[ ] over 5 minutes and up to 15 minutes

[ ] over 15 minutes and up to 30 minutes

[ ] over 30 minutes and up to 1 hour   
[ ] over 1 hour

1. **During a typical day, how much time do you spend in total on apps (both external and local) on a mobile device?**

[ ] 5 minutes or less

[ ] over 5 minutes and up to 15 minutes

[ ] over 15 minutes and up to 30 minutes

[ ] over 30 minutes and up to 1 hour   
[ ] over 1 hour and up to 2 hours

[ ] over 2 hours

1. **When you are using apps on a mobile device, typically how long does each session last?**

[ ] 2 minutes or less

[ ] over 2 minutes and up to 5 minutes

[ ] over 5 minutes and up to 15 minutes

[ ] over 15 minutes and up to 30 minutes   
[ ] over 30 minutes and up to 1 hour

[ ] over 1 hour

**Section III**

For questions 9 through 12, we will introduce a measure called *Duration of Undivided Attention* (DUA). DUA is the period of time a user is involved with a task without engaging in any other activity that could cause an interruption in that involvement. For instance, imagine that you are involved in finding the perfect restaurant for a long awaited date, using the Yelp app on your mobile device, or Yelp.com on your laptop computer. Typically, such a search involves the following workflow: (a) you type in a search query (e.g., “Thai Restaurant”), (b) Yelp returns to you a list of possibilities, and (c) you click on one or more of the options and browse the reviews posted. Say, on your computer, using Yelp.com, you might type in the search query and you see the search results on the screen – let’s say this took 1 minute. In this case, your DUA was 1 minute. However, on your smartphone, using the Yelp app, you might type in the search query (takes you 25 seconds), and as the results are being returned (in the next 30 seconds), you might walk over to the kitchen sink to pour yourself a glass of water, and then re-engage with your mobile screen. In this case, while you are still on the discovery task, the “walk to the sink and pour water” activity caused an interruption in your original search task. The DUA in this example would be 25 seconds, as you were continuously involved with the Yelp app for this duration, before being interrupted by an unrelated task.

1. **Consider a task that may be achieved via the browser on a computer or an external app on a mobile device. On a scale of 1 (strongly disagree) to 7 (strongly agree), to what extent do you strongly disagree or strongly agree with the following statement:**

**DUA while using a browser on a computer is typically higher than the DUA while using an external app on a mobile device.**

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

1. **If your response to Q9 was either 5, 6, or 7, In your opinion, approximately how much higher do you think computer DUAs are relative to mobile DUAs?**
2. 10-20% higher, (b) 21-30% higher, (c) 31-40% higher, (d) 41-50% higher, (e) over 50% higher
3. **When you are using the browser on a computer to perform a task, assuming that task is mixed with a set of sub-tasks that require your undivided attention along with one or more unrelated tasks that could cause an interruption to the original task, approximately, what percent of the time do you spend, cumulatively, in fulfilling the interruptive tasks (i.e., those that are not related to the core task you were seeking to perform on your computer—think of the Yelp example above).**

[ ] Less than 5% of the time   
[ ] 5% and up to 10% of the time  
[ ] 10% and up to 25% of the time   
[ ] 25% and up to 50% of the time  
[ ] 50% and up to 75% of the time  
[ ] 75% or more of the time

1. **When you are using apps on a mobile device, assuming that task is mixed with a set of sub-tasks that require your undivided attention along with one or more unrelated tasks that could cause an interruption to the original task, approximately, what percent of the time do you spend, cumulatively, in fulfilling the interruptive tasks (i.e., those that are not related to the core task you were seeking to perform on your mobile device—think of the Yelp example above).**

[ ] Less than 5% of the time   
[ ] 5% and up to 10% of the time  
[ ] 10% and up to 25% of the time   
[ ] 25% and up to 50% of the time  
[ ] 50% and up to 75% of the time  
[ ] 75% or more of the time

1. **When you are primarily engaged in each of the categories listed below, how likely are you to use a mobile device or a computer to complete that primary engagement. Please use a 7-point scale where 1 indicates you are more likely to a mobile device and 7 indicates you are more likely to use a computer.**
2. Entertainment/Games (e.g., Angry Birds, pac-man)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Personal life tasks (e.g., recipes for cooking, booking tickets)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Ecommerce (e.g., online buying/selling)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Personal Communication (e.g., personal email, texting)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Meeting people (e.g., dating sites)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Social Media (e.g., Facebook, Instagram, LinkedIn)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Information seeking for personal use (e.g., CNN, yelp)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Information generation (e.g., posting reviews)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Study related tasks (e.g., homework, study material)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. Work related tasks (e.g., work related email, information seeking and generation)

1 2 3 4 5 6 7 Not Applicable

More likely to use More likely to use

a mobile device a computer

1. **It has been found that people do not click through as much on any type of advertisement that appears on a mobile device versus on a computer. Why do you think this might be the case? [OPEN ENDED QUESTION]**
2. **Which of the following could be a reason why you think people may not click through as much on any type of advertisement that appears on a mobile device versus on a computer? Check all that apply**
3. Size of screen is too small on a mobile phone
4. It is less convenient to access the internet on a mobile phone
5. People are usually more busy doing something else with their mobile device
6. People are usually not in a mood to click through on a mobile device
7. Not easy to return to the original position after clicking on an ad on a mobile device
8. Ads take longer to load on mobile devices
9. People are more likely to get upset when an ad interrupts their activity on a mobile device
10. Other reason (please specify):\_\_\_\_\_\_\_\_\_\_\_
11. **Using the following 7-point, Strongly Disagree/Strongly Agree scale, please indicate to what extent you agree with the following statements statement**
12. It is easy to miss ads that are unobtrusively placed because people are usually very immersed when engaged with the content on a mobile device

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

1. Ads that are obtrusively placed are seen as an interruption because people are usually very immersed when engaged with the content on a mobile device

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

1. **To what extent do you think that people are more immersed when engaged with the content on a mobile device or that on a computer? Please use the following 7-point scale to indicate your response.**

1 2 3 4 5 6 7

More engaged with More engaged with

content on a mobile device content on a computer

**Section IV**

1. **What type of mobile device do you primarily use?**
2. Android based Phone (e.g., Samsung Galaxy)
3. iPhone
4. Blackberry
5. Microsoft Windows based Phone (e.g., HTC)
6. Other (please specify):\_\_\_\_\_\_\_\_\_\_\_
7. **How long have you had your mobile device for?**

[ ] over 2 years   
[ ] over 1 year and up to 2 year  
[ ] over 6 months and up to 1 year   
[ ] over 3 months and up to 6 months   
[ ] over 1 month and up to 3 months   
[ ] 1 month or less

1. **Please indicate your mobile service provider.**

[ ] AT&T  
[ ] Verizon  
[ ] T-Mobile   
[ ] Sprint   
[ ] U.S. Cellular

[ ] Cricket

[ ] MetroPCS

[ ] Clearwire

[ ] ATN   
[ ] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Please indicate the type of service connection for your mobile device.**

[ ] 2G  
[ ] 3G  
[ ] 4G   
[ ] Edge   
[ ] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[ ] Don’t know

1. **Please indicate your Internet service provider at home.**

[ ] Comcast Cable  
[ ] Dish Satellite  
[ ] DirecTV satellite   
[ ] Time Warner Cable  
[ ] Verizon FIOS   
[ ] Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. **Which age group do you belong to?**

[ ] under 20 [ ] 20-29 [ ] 30-39 [ ] 40-49 [ ] 50-59 [ ] 60 or Above

1. **What is your gender? [ ] male [ ] female**
2. **Which of the following best describes your highest level of education?**

[ ] high school [ ] some college [ ] college graduate [ ] graduate degree

1. **Which of the following categories best describes the annual income of your household?**

[ ] under $30,000 [ ] $30,000 – under $45,000 [ ] $45,000 – under $60,000

[ ] $60,000 – under $75,000 [ ] $75,000 – under $100,000 [ ] $100,000 or more

1. How interesting did you find this study?

Not at all Interesting 1 2 3 4 5 6 7 Very Interesting

1. Did you find the questions in Sections II and III easy to understand?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Once again, thank you for participating in this study