<u>Questionnaire:</u>
Online Newspaper Evaluation

This questionnaire was prepared by [name], an Honours student in the [school], [university], <u>under the supervision of [supervisor]</u>. We are interested to know which features of online newspaper are important to you. All data collected will be used only for research purposes. This may include presentation at conferences and journal articles incorporating aggregated data only. All data will be kept secure and destroyed upon completion of the research.

We ask you to first read http://news.bbc.co.uk/, and then to answer a few questions. The questionnaire consists of five parts and should take <u>10–20 minutes to complete</u>.

http://news.bbc.co.uk/ is a multilingual news website. Using Netscape or Internet Explorer, enter the URL for this website then select the appropriate language as outlined below. The language selection button is half way down the left side of the news page – scroll down until you see it. Make your selection according to the following rules:

First language is English, please select the <u>English</u> version**.**
First language is Chinese, please select the <u>Chinese</u> version.
First language is neither English nor Chinese, please select <u>English</u> version.

Part One   Becoming familiar with BBC.com

Read BBC.com (http://news.bbc.co.uk/) for about **ten minutes** and answer the following questions. Where options are given, answer by **<u>circling the option</u>** which best matches your view.

1. Did you find today's lead article (the first news item)?
    (a) interesting   (b) boring   (c) neither interesting nor boring

2. Did you find today's lead article (the first news item) in SCE/TEC (Science and technology) category?
    (a) interesting   (b) boring   (c) neither interesting nor boring

3. Does BBC.com have links to other websites? If so, name one that is of interest to you.
    (a) YES   (b) NO
    _____

4. Does BBC.com provide access to Internet radio or Internet video within the site?
    (a) YES   (b) NO

5. Find the CATEGORIES button (top of the news front page) and click. How many sub-categories are available?
    _____

Part Two   Rating BBC.com

Please rate BBC.com for each of the features below by **circling the appropriate number.** For example, take the first item, content attractiveness. If you think almost all the articles in the website are very attractive, circle 7. If you think almost all the articles are unattractive, select 1.   If you think they are neither attractive nor unattractive OR that they are mixed, select 4.

1. Content attractiveness. (In general, information in the articles is attractive to you).

    Poor 1……2……3……4……5……6……7 Very good

2. Timeliness. (The news is up to date).

    Poor 1……2……3……4……5……6……7 Very good

3. Content coverage. (The website includes appropriate information and features).

    Poor 1……2……3……4……5……6……7 Very good

4. Journalism ethics. (The news is unbiased, balanced, and fair).

    Poor 1……2……3……4……5……6……7 Very good

5. Ease of use. (The website is easy to operate and control).

    Poor 1……2……3……4……5……6……7 Very good

6. Writing style. (Articles enable you to follow and understand easily).

    Poor 1……2……3……4……5……6……7 Very good

7. Interactivity. (Channels for communication among readers and journalists are provided).

    Poor 1……2……3……4……5……6……7 Very good

8. Locating information. (Easy to effectively retrieve specific information on the site).

    Poor 1……2……3……4……5……6……7 Very good

9. Usefulness. (In general, information in the articles is useful to your work or life).

    Poor 1……2……3……4……5……6……7 Very good

10. Layout. (The art of the overall design of a page, such as arrangement of graphics and text).

    Poor 1……2……3……4……5……6……7 Very good

11. Multimedia presentation. (Use of of audio and video content).

    Poor 1……2……3……4……5……6……7 Very good

12. Navigation quality. (Links to other websites or between pages).

    Poor 1……2……3……4……5……6……7 Very good

13. Archives. (Storage and provision of past articles or past newspapers).

    Poor 1……2……3……4……5……6……7 Very good

14. Services. (Services other than news, such as providing studying programme).

    Poor 1……2……3……4……5……6……7 Very good.

15. Front page and headlines. (In general, quality of front page and headlines).

    Poor 1……2……3……4……5……6……7 Very good

Part Three   Importance of Quality Factors

Please rate the following quality factors in terms of their importance to you by **circling the appropriate number**. The rating scale is from 1 (not important) to 7 (very important). For example, if you consider content attractiveness is a very important factor for your satisfaction, circle 7.

		Not important					Very important	
1.	Content attractiveness	1	2	3	4	5	6	7
2.	Timeliness	1	2	3	4	5	6	7
3.	Content coverage.	1	2	3	4	5	6	7
4.	Journalism ethics	1	2	3	4	5	6	7
5.	Ease of use.	1	2	3	4	5	6	7
6.	Writing style	1	2	3	4	5	6	7
7.	Interactivity	1	2	3	4	5	6	7
8.	Locating Information	1	2	3	4	5	6	7
9.	Usefulness	1	2	3	4	5	6	7
10.	Layout	1	2	3	4	5	6	7
11.	Multimedia presentation	1	2	3	4	5	6	7
12.	Navigation quality	1	2	3	4	5	6	7
13.	Archives	1	2	3	4	5	6	7
14.	Services	1	2	3	4	5	6	7
15.	Front page and headline	1	2	3	4	5	6	7

Part Four   Hygiene and Motivator

Researchers have identified two types of quality factors: *hygiene factors* and *motivator factors*. *Hygiene factors* are essential - if they are not appropriately provided, you will feel dissatisfied with the website. *Motivator factors* are desirable elements that add value - their presence will increase your satisfaction, but their absence does not necessarily make you feel dissatisfied.

Classify the quality factors below into the two categories, hygiene (essential) and motivator (desirable) factors. **Circle just one option for each factor.**

1.	Content attractiveness	Hygiene	Motivator
2.	Timeliness	Hygiene	Motivator
3.	Content coverage	Hygiene	Motivator
4.	Journalism ethics	Hygiene	Motivator
5.	Ease of use	Hygiene	Motivator
6.	Writing style	Hygiene	Motivator
7.	Interactivity	Hygiene	Motivator
8.	Locating Information	Hygiene	Motivator
9.	Usefulness	Hygiene	Motivator
10.	Layout	Hygiene	Motivator
11.	Multimedia presentation	Hygiene	Motivation
12.	Navigation quality	Hygiene	Motivator
13.	Archives	Hygiene	Motivation
14.	Services	Hygiene	Motivator
15.	Front page and headlines	Hygiene	Motivation

Part Five   Respondent Information

All information provided by you for this research is confidential. Information in this section is to be used <u>only</u> to classify your responses with other people like you, for example, people with the same level of computer experience, same age group, or same gender.

In each question, please **<u>circle the best option</u>**

1.   What is your first language?
     (a) English.   (b) Chinese.   (c) Thai.   (d) other, *please specify*_____

2.   If your first language is Chinese, please select the country in which you have spent most time in the past 10 years.
     (a) Peoples Republic of China   (b) Taiwan   (c) Hong Kong   (d) Singapore
    (e) Other, *please specify* _____

3.   In which language did you read BBC.Com?
     (a) English   (b) Chinese   (c) Thai   (d) Other, *please specify* _____

4.   Are you
     (a) male   (b) female

5.   How do you rate your computer skills?
     (a) weak   (b) somewhat weak   (c) satisfactory   (d) skilled   (e) highly skilled

6.   How often do you read online newspapers?
     (a) almost never (b) occasionally (c) sometimes (d) quite often   (e) frequently

7.   What is your age (years)?
     Less than 20   21–25   26–30   31–35   36–40   41-45   46-50   Over 50