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Dear Student,

Thank you for agreeing to participate in this Internet Usage study. **The following questionnaire/survey is anonymous**, your name will not be taken, and you may withdraw yourself from this study at anytime. If you agree to participant in this study please sign the consent form that accompanies this handout.

The questionnaire/survey should only take 5 – 10 minutes to complete. Please bear in mind that the more candid and accurate you are in your responses the more useful the information gathered through this questionnaire will be. When you have completed the questionnaire/survey, you can keep Page 1 and Page 4 of this handout.

Yours,
Sinead Cochrane
e: sineadcochrane@gmail.com

Instructions:

(Please read the following information/instructions carefully)

- The Internet Usage Survey will be conducted online.
- Before beginning the survey you will be asked for your username and password.
- **Your USERNAME and PASSWORD is:**
- When you have completed the online survey please go to Page 2 of this handout.
- When you are ready, please open **Internet Explorer** and go to the website address:

<http://www.dt228.com>

Please complete the online survey before going to Page 2 of this handout.

Page 2 You can answer by using a tick ✓ or an X. Where applicable please use block-capitals.

1. During the online survey a Pop-Up Advertisement appeared.

a. Do you remember seeing this Pop-Up Advertisement?

- Yes _____
- No _____

b. Do you remember what this Pop-Up was advertising?

- Yes _____ (if so, please give a brief description of the product being advertised)
-
-

- No _____ dasdasdad

c. Do you remember anything about the Pop-Up that appeared?

- Yes _____ (if so, please give a brief description)
-
-

- No _____

2. Are you familiar with Pop-Up Advertisements online?

- Yes _____
- No _____

3. Have you ever purchased a product after clicking on a Pop-Up Advertisement?

- Yes _____
- No _____

4.

a. Have you ever visited a website after clicking on a Pop-Up Advertisement?

- Yes _____ (if yes, please answer part b of this question)
- No _____

b. Did you click on this Pop-Up on purpose?

- Yes _____
- No _____

Page 3 You can answer by using a tick ✓ or an X. Where applicable please use block-capitals.

5. Have your past experiences with Pop-Up Advertisements been positive?

- Yes _____
- No _____

6. Do you think Pop-Ups are effective as advertising tools?

- Yes _____
- No _____

7. Do you know what Pop-Up blocking software is?

- Yes _____
- No _____ (if so, please skip the remaining questions)

8. Do you use Pop-Up blocking software? Or a web browser that blocks Pop-Ups?

- Yes _____
- No _____ (if so, please skip the remaining questions)
- Unsure _____ (if so, please skip the remaining questions)

9. What type of Pop-Up blocker do you use? If you know the name of the software, please include it in your answer.

- Pop-Up Blocking Toolbar _____ name: _____
- A web browser that blocks Pop-Ups _____ name: _____
- Other _____ name: _____

10. Why do you block Pop-Ups? (please give a brief description)

11. Do you have any other comments to add, in relation to pop-ups?

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Dear Student,

Thank you for participating in this study.

For the purpose of this study you were originally informed that this study was interested in Internet Usage, as you have probably already noticed the actual purpose of this study was to investigate the memory recall of Internet Pop-Up advertisements. If you have an interest in this study, please do not hesitate to contact me for further information. You may also withdraw your information at any time until the end of February 2006.

Yours,
Sinead Cochrane

e:
sineadcochrane@gmail.com