You are about to take part in a typical marketing research survey. The survey deals with various aspects of day to day behavior. There are no right or wrong answers and your individual responses are confidential. Please respond as accurately and carefully as possible. A progress bar is shown at the bottom of each survey page. The bar is updated each time you click >> to move forward. The typical respondent will take less than 10 minutes to complete the survey. Please continue the survey until you are given a "Finish" button.

When ready, click the >> button to continue.

How many hours do you spend online Daily?

Do you have more than one email address that you use regularly?

Yes  No

How often do you check your email?

1-3 times a week  4-6 times a week  1-2 times a day  3-4 times a day  > 4 times a day

Do you Instant Message?

Yes  No
IM

How long do you spend online Instant Messaging daily?

- I don’t Instant Message
- less than 30 minutes
- 30 minutes to 1 hour
- more than one hour

How many Instant Message “buddies” do you have? Enter in the number.

Do You Facebook

Do you blog/have your own Myspace/Facebook-type (or other social networking) page?

- Yes
- No

Using the face scale, please adjust the face until it matches the way you feel about your university experience.
Please adjust the face until it matches the way you feel about your current living arrangements.

How does the idea of living in a small town feel?

Facebook

How much time daily do you spend on your Facebook (or other social network) page?
<table>
<thead>
<tr>
<th>I don't blog</th>
<th>less than 30 minutes a day</th>
<th>30 minutes to 1 hour a day</th>
<th>more than one hour/day</th>
</tr>
</thead>
</table>

How many blog/MySpace/Facebook websites do you subscribe to? Enter in the number. If none, enter 0.

Which of the sites below do you have an account/id for? Check all that apply (hold down control and left click to choose more than one response).

- habbo.com
- genie.com
- 2ndlife.com
- college tonight
- other
- zebo.com
- myspace.com
- facebook.com

Activities

How much time do you watch television daily?
- Less than an hour
- Between 1 and 2 hours
- Between 2 and 3 hours
- More than 3 hours

How many Text Message "buddies" do you have in your cell phone?
How many text messages do you send daily?

How many text messages do you receive daily?

How many cell phone calls do you make in a day?

How many cell phone calls do you receive in a day?

How much time do you spend studying Marketing Research weekly?

Less than an hour  
Between 1 and 2 hours  
Between 2 and 3 hours  
Greater than 3 hours

How much time do you typically spend studying each week day?

Less than an hour  
Between 1 and 2 hours  
Between 2 and 3 hours  
Between 3 hours and 5 hours  
More than 5 hours

Interests

Please read the following statements. After reading the item, click the button (circle) that best matches...
Use the scale provided to rate the strength of your involvement with the things listed below (0=very little involvement to 10=very extreme amounts of involvement):

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTV</td>
<td></td>
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<tr>
<td>Fashion</td>
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<tr>
<td>Sports</td>
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<tr>
<td>HDTV</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Activity</td>
<td>Strongly Disagree</td>
<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Strongly Agree</td>
<td></td>
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</tr>
<tr>
<td>Exercising</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>YouTube</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blogging</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partying with friends</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Socializing</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Web Browsing</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Business News</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please read each of the following statements. After reading each, click on the the circle that best describes how much you agree with each statement.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I make time to study every day.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I know the material better after I study.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I can’t study when it's quiet.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I prefer to not be around others when I study.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I can study the night before and be ready for a test.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I like to study with others.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I arrange time to study with others.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

On the following scale click the answer that best fits your feelings.

<table>
<thead>
<tr>
<th>Studying for me is:</th>
<th>Important</th>
<th>Not Important</th>
<th>Not Essential</th>
<th>Essential</th>
<th>Boring</th>
<th>Exciting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Important</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Not Essential</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Boring</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Please read the following statements. After reading click the square that best describes whether you agree or disagree with the statement.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I visit a website from another country at least once a week.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I feel that keeping up with the opinions of other nations is important.</td>
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</tr>
<tr>
<td>I think it’s important to go to the library and read a newspaper every week.</td>
<td></td>
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<tr>
<td>It is important to understand the opinions of other countries.</td>
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<tr>
<td>I think it’s important to engage my friends from other countries as to what it’s like where they are from.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I don’t have enough time to read a newspaper.</td>
<td></td>
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</tr>
<tr>
<td>I get my opinions on other countries from television.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

On the following scale click the answer that best fits your feelings.
<table>
<thead>
<tr>
<th>Reading information about the secret lives of others is:</th>
<th>Very Interesting</th>
<th>Very Boring</th>
<th>Morally Unacceptable</th>
<th>Morally Acceptable</th>
<th>Offensive</th>
<th>Not offensive</th>
<th>Just</th>
<th>Unjust</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Please read the following statements. After reading click the square that best describes how much you agree with the statement.</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Neutral</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>New technology is always the better than the old way of doing things.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Personal contact is better than virtual contact.</td>
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</tr>
<tr>
<td>Making good grades is the most important thing at this point in life.</td>
<td></td>
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</tr>
<tr>
<td>A business degree is a ticket to a good job.</td>
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</tr>
<tr>
<td>I’ll do whatever it takes to get a good grade.</td>
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</tr>
<tr>
<td>Being a teacher doesn’t seem like such a hard job.</td>
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<td></td>
</tr>
<tr>
<td>It’s safer to meet people online than going out.</td>
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<tr>
<td>Politicians are honest.</td>
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</tr>
<tr>
<td>I trust the opinions of scientists.</td>
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<td></td>
</tr>
</tbody>
</table>

Sean is highly involved in social networking. She started with facebook but now spends most of her time on habbo and friendster spending several hours a day posting news and communicating with her networks. Studying really is getting in the way. One day, her younger sister asks which are the best social networking sites.
Comment on Sean. What do you think she will tell her sister and what are some of Sean’s other characteristics?

Page Timer

This page timer will not be displayed to the recipient.
First Click: 0 seconds.
Last Click: 0 seconds.
Page Submit: 0 seconds.
Click Count: 0 clicks.

Opinions

On the following scale click the answer that best fits your feelings.

Exercising for me is:

<table>
<thead>
<tr>
<th>Exhausting</th>
<th>Invigorating</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relaxing</th>
<th>Tense</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fun</th>
<th>A chore</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A Priority in My Life</th>
<th>Not a Priority at this Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Statement</td>
<td>Strongly Agree</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>I’d rather stop of to get fast food than cook</td>
<td></td>
</tr>
<tr>
<td>Eating whole grain bread is good to do</td>
<td></td>
</tr>
<tr>
<td>I would rather eat white bread than whole grain</td>
<td></td>
</tr>
<tr>
<td>I don’t think when about what to eat, I just eat</td>
<td></td>
</tr>
<tr>
<td>I don’t like to eat at the on campus options</td>
<td></td>
</tr>
</tbody>
</table>

When I think of my school, I feel:

<table>
<thead>
<tr>
<th>Emotion</th>
<th>Malcontent</th>
<th>Proud</th>
<th>Involved</th>
<th>Happy</th>
<th>Dissatisfied</th>
<th>Critical</th>
<th>Inferior</th>
<th>Remote</th>
<th>In Control</th>
<th>Content</th>
<th>Embarrassed</th>
<th>Ambivilant</th>
<th>Sad</th>
<th>Satisfied</th>
<th>Sympathetic</th>
<th>Superior</th>
<th>Close</th>
<th>Out of Control</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

Please read the following statements. After reading click the square that best describes how much you
<table>
<thead>
<tr>
<th>Agree with the statement.</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>My choice to go to this school was a wise one.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>I think I did the right thing when I came to this school.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Coming to school here was valuable even if I never get a degree.</td>
<td></td>
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</tr>
<tr>
<td>This school offers a lot of value.</td>
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</tr>
<tr>
<td>I'm concerned my education here will not be enough.</td>
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<td></td>
</tr>
<tr>
<td>The coursework here does not contain the specific courses I want.</td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

Are you?

- Male □
- Female □

What is your major?

- Other □
- Journalism □
- Engineering □
- Other Business □
- Management □
- Marketing □

What University do you currently attend?

[Type your response here]
What is your postal code?

Do you have any Facebook friends?

- No
- Yes

When you think of all of your Facebook friends, what proportion fall into the following categories?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very close friends that I enjoy hearing about daily</td>
<td>0</td>
</tr>
<tr>
<td>Just friends that I enjoy hearing about occasionally</td>
<td>0</td>
</tr>
<tr>
<td>Contacts that are not really my friends but who are not annoying</td>
<td>0</td>
</tr>
<tr>
<td>Contacts that are not really my friends and who are annoying to hear about</td>
<td>0</td>
</tr>
<tr>
<td>Complete strangers</td>
<td>0</td>
</tr>
<tr>
<td>Corporate friends</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>0</strong></td>
</tr>
</tbody>
</table>

Prepared By: David Shows, Louisiana Tech University