

S1 2023 Week 5 Assessment

Start of Block: Block 1

Introduction Thank you for participating in this survey. This anonymous survey was designed by an IT consulting company to understand how chat bots have changed the ways in which students engage with customer support. This is the survey that you will use as part of your Week 5 Assessment activity. You can download the questions as a PDF from Moodle to help you complete the task. The survey is completely anonymous and should take you about 2 minutes to complete. You should complete it during the Week 5 workshop so you can experience what it is like for a respondent.

End of Block: Block 1

Start of Block: About You

Q1 What is your full name?

Q2 Gender

- ☐ Male (1)
 - ☐ Female (2)
 - ☐ Non-binary / third gender (3)
 - ☐ Prefer not to say (4)
-

Q3 What is your age?

- ☐ Under 18 (1)
 - ☐ 18 - 24 (2)
 - ☐ 25 - 34 (3)
 - ☐ 35 - 44 (4)
 - ☐ 45 - 54 (5)
 - ☐ 55 - 64 (6)
 - ☐ 65 - 74 (7)
 - ☐ 75 - 84 (8)
 - ☐ 85 or older (9)
-

Q4 Which Faculty are you enrolled in?

- ☐ Arts (1)
- ☐ Art, Design and Architecture (2)
- ☐ Education (3)
- ☐ Business and Economics (4)
- ☐ Engineering (5)
- ☐ Information Technology (6)
- ☐ Law (7)
- ☐ Medicine, Nursing and Health Sciences (8)
- ☐ Pharmacy and Pharmaceutical Sciences (9)
- ☐ Science (10)
- ☐ Other (11) _____

Q5 Which university are you enrolled in?

▼ University of Sydney (1) ... Swinburne University (3)

Q6 What is your level of education?

- ☐ Undergraduate (1)
 - ☐ Master's (2)
 - ☐ PhD (3)
 - ☐ Diploma (4)
 - ☐ Other (5) _____
-

Q7 What is your income?

- ☐ Less than \$10,000 (1)
- ☐ \$10,000 - \$19,999 (2)
- ☐ \$20,000 - \$29,999 (3)
- ☐ \$30,000 - \$39,999 (4)
- ☐ \$40,000 - \$49,999 (5)
- ☐ \$50,000 - \$59,999 (6)
- ☐ \$60,000 - \$69,999 (7)
- ☐ \$70,000 - \$79,999 (8)
- ☐ \$80,000 - \$89,999 (9)
- ☐ \$90,000 - \$99,999 (10)
- ☐ \$100,000 - \$149,999 (11)
- ☐ More than \$150,000 (12)

End of Block: About You

Start of Block: Interactions with chat bots

Q8 Have you come across chat bots while using customer support websites?

- ☐ Yes (9)
 - ☐ Maybe (10)
 - ☐ No (11)
-

Q9 If yes, have you ever engaged with a chat bot?

- ☐ No (20)
 - ☐ Maybe (21)
 - ☐ Yes (22)
-

Q10 Which do you prefer?

- ☐ Waiting in a queue to be served by human (1)
 - ☐ Getting help immediately from a bot (2)
 - ☐ Other (3)
-

Q11 Would you be willing to talk to a chat bot initially in order to be transferred to a human agent?

- ☐ Definitely not (11)
 - ☐ Probably not (12)
 - ☐ Might or might not (13)
 - ☐ Probably yes (14)
 - ☐ Definitely yes (15)
-

Q12 What services have you encountered chat bots in?

- ☐ Online shopping (1)
 - ☐ Telecommunication services (2)
 - ☐ Visa application (3)
 - ☐ Other (4) _____
-

Q13 What would you use chatbots for?

	Definitely not (11)	Probably not (12)	Might or might not (13)	Probably yes (14)	Definitely yes (15)
Asking about a product (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making a complaint (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paying a bill (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying something (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resolving a shipping issue (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 Research shows that people with a higher intelligence tend to request to talk to a person rather than a bot. When was the last time you requested to talk to a person during a customer support experience?

- ☐ Within the last week (1)
- ☐ Within the last month (2)
- ☐ Within the last year (3)
- ☐ Never (4)

End of Block: Interactions with chat bots

Start of Block: Chatbot features

Q14 Give a reason as to why human customer support agents are better than chatbots?

Q15 Have you ever come across a chatbot that pretended to be a human?

- ☐ Definitely not (6)
 - ☐ Probably not (7)
 - ☐ Might or might not (8)
 - ☐ Probably yes (9)
 - ☐ Definitely yes (10)
-

Q16 What were some negative aspects of chatting with a chatbot?

- ☐ Not trustworthy (4)
 - ☐ Unable to solve my issues (5)
 - ☐ Uses complex language (6)
 - ☐ The chatbot was ruse (7)
 - ☐ The chatbot couldn't understand me (8)
-

Q17 How much would you trust and would you respond to a trustworthy chatbot?

- ☐ Never (32)
- ☐ Sometimes (33)
- ☐ About half the time (34)
- ☐ Most of the time (35)
- ☐ Always (36)

Q18 What is your NBN service provider?

End of Block: Chatbot features
