Post-Study Survey Responses (Client Deliverable)

This document describes the structure, provenance, and validation notes for the `post_study_survey_responses.csv` file. The table provides a tidy, long-format view of every post-study survey response along with recognition and recall scoring context.

File summary

- **Location:** `results/post_study_survey_responses.csv`
- **Row count:** 6,059
- **Unique respondents:** 83

Column definitions

Column	Description	Notes
`respondent`	Participant identifier from post survey	Trimmed, zero-padded if required
`group`	Study group (A–F)	Derived from metadata or file name
`questionnaire`	Questionnaire label	Currently always `Post`
`submitted_timestamp`	Submission timestamp (UTC-naïve)	Parsed from Google Form timestamp when available
`source_path`	Relative path to raw CSV	Example: `data/Post/Group A_ Post Viewing Questionnaire Part Two (Responses) - Form Responses 1.csv`
`question_code`	Numeric survey code (e.g., `1.1`, `20`)	Blank for administrative rows (timestamp, instructions)
`question_text`	Original question header	Normalized whitespace only
`type`	Question type	Values from `post_survey_map` (e.g., `binary`, `likert`, `watch`, open-ended rows blank)

Column	Description	Notes
subscale	Measurement subscale	From post_survey_map (e.g., recognition, comprehension)
category	Recognition category	Values key, seen, distractor, fake, unseen, etc.*
accuracy	Expected recognition outcome	hit / miss for recognition items **
stimulus_form	Short vs. long cut label	Short, Long, or blank if unresolved
stimulus_title	Canonicalized stimulus title	Example: Mad Max, Abbot Elementary
response_raw	Raw response value	Direct string from form
response_clean	Trimmed response	Empty strings promoted to NaN
response_numeric	Numeric interpretation	Binary (0/1) or Likert (1–5) conversions where available
score_value	Recognition/recall score	Recognition (0/1 or 1–4 confidence) open-ended recall scores
score_confidence	Confidence or certainty score	confidence_score from LLM
score_method	Provenance for score_value	stage3_recognition_binary, stage3_recognition_confidence, stage5_recall_full, stage5_recall_keymoment
score_explanation	Text rationale	Stage 5 recall rationales or recognition interpretation

*For category, the following values can be understood as shown:
key: question is about a key moment from target content the respondent was exposed to
seen: question is about a moment other than the key moment from target content, which the respondent was exposed to
unseen: question is about a moment other than the key moment from target content, which the respondent was not exposed to

`distractor`: question is about a key moment from filler content the respondent was exposed to
`distractor2`: question is about a moment other than the key moment from filler content, which the respondent was exposed to
`fake`: question is about content that was never shown to the respondent

**For `accuracy`, the following values can be understood as shown:
`hit`: expect a Yes for recognition
`miss`: expect a No for recognition

Scoring Method

To date, only two aspects of the survey have been scored.

Recognition

Recognition questions are labelled `recognition` in the `subscale` column. Each questions has 3 sub-questions:

- x.1: A simple Yes/No question asking if the individual recognises the image shown.
- x.2: A likert-style question that assess the confidence of their answer.
- x.3: If they answers x.1. Incorrectly, this multiple choice question is shown, trying to understand why they may have given an incorrect answer.

Responses 'Yes' on a `hit` question (where a `Yes` is expected) give a score of 1, responses 'No' on a hit question give 0. Scoring is reversed for `miss.`

Open-ended Recall

In order to score these open-ended recall questions, where individuals were asked , a Large Language Model (LLM) was used (gpt-4.1). This model was configured to be a qualitative analyst, and issued the following prompt:

""" You are an expert at scoring free-recall responses against canonical event lists for media research. Compare each PARTICIPANT RESPONSE to the MODEL EVENTS and assign:

- "recall_score": 0-100 (0 = no relevant recall, 100 = complete, accurate recall).
- "confidence_score": 0-100 reflecting certainty in your judgement.
- "rationale": 1-3 sentences referencing the MODEL EVENTS. Return a valid JSON array containing one object per response with keys id, recall_score, confidence_score, rationale. Do not include any preamble or commentary outside the JSON. """

For each open-ended question, the LLM was first given the above prompts, and then provided with the individuals response, as well as the model answer for that response.