

# post\_experiment\_version\_VOD\_english\_word

Start of Block: Description and agreement



Q1 Number of tested subject (filled by researcher).

\_\_\_\_\_

Q2

In this survey we want to better understand you as a customer. Please, answer closed questions about your experiences and preferences related to **video on demand (VOD) services**.

Whenever you are asked about VOD services, **think about all kinds of services, where you choose what and when you want to watch** (e.g. TV series and shows watched online, such as Netflix or publicly available content such as YouTube etc.). Do not limit yourself to mentioned services. We are interested in all kinds of videos available for online watching.

However, be careful. Consider **only** publicly available recordings, not recorded private videos (e.g. on Snapchat or Messenger), nor video chats (such as Zoom, Skype, WhatsApp, etc.), nor live video streams (sports events, live streams from YouTube or Facebook etc.). If you have any questions, please ask for help. Participation is voluntary and you can resign at any time. The test will take approximately 30 minutes.



Q3 Do you agree to participate in the study?

- ☐ Yes (1)
- ☐ No (2)

Page Break \_\_\_\_\_

Display This Question:  
If Do you agree to participate in the study? = Yes

GC- General Context First, we would like to receive general information about you. Choose the answers that are closest to the truth.



GC1\_StatZ What is your current occupation?

- ☐ Student (1)
- ☐ Unemployed (2)
- ☐ Employee (3)
- ☐ Self-employed (4)
- ☐ Other (5) \_\_\_\_\_



GC2\_sex What is your gender?

- ☐ Female (1)
- ☐ Male (2)
- ☐ Non-binary (3)
- ☐ Prefer not to answer (4)



GC3\_age How old are you?

- ☐ 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 and more (9)



GC4\_service Which of the following video on demand (VOD) services have you used during the last month? Multiple choice is possible.

- ☐ HBO GO (1)
- ☐ Netflix (2)
- ☐ Hulu (3)
- ☐ Disney + (4)
- ☐ Amazon Prime (5)
- ☐ Showtime (6)
- ☐ YouTube (excluding live stream content) (7)
- ☐ Tik Tok (excluding for live stream content) (8)
- ☐ Instagram (stories and videos only, excluding for live stream content) (9)
- ☐ Vimeo (10)
- ☐ Dailymotion (11)
- ☐ Facebook (only "watch" video section excluding for live stream content) (12)
- ☐ Vevo (13)
- ☐ Streamable (14)
- ☐ TED (15)
- ☐ LiveLeak (16)
- ☐ Apple Tv (17)

- ☐ Twitter (videos only, excluding for live stream content) (18)
- ☐ CDA (19)
- ☐ Other (20) \_\_\_\_\_
- ☐ Other (21) \_\_\_\_\_
- ☐ Other (22) \_\_\_\_\_
- ☐ Other (23) \_\_\_\_\_
- ☐ Other (24) \_\_\_\_\_



GC5\_TimeS Based on the time you spend watching Video On Demand (VOD) services, you would describe yourself as:

- ☐ Non-user (I don't use VOD) (1)
- ☐ Occasional user (I use VOD from time to time) (2)
- ☐ Regular user (I use VOD daily) (3)
- ☐ Intensive user (I use VOD several times a day) (4)
- ☐ Overwhelmed user (I feel like I watch too much video on demand, multiple times a day) (5)



GC6\_Compet Please score how proficient you are in using electronic devices (smartphone, computer, etc.)?

- ☐ Not at all (1)
- ☐ To some degree (2)
- ☐ Moderately (3)
- ☐ Considerably (4)
- ☐ Highly (5)



GC7\_P\_Con\_T Please select the type of Internet connection that you primarily use to access the video on demand:

- ☐ LAN (Internet cable) (1)
- ☐ Wi-Fi (2)
- ☐ Cellular network (mobile data) (3)
- ☐ It strongly depends on where I am (4)



GC8\_Mob\_P How much mobile data is included in your mobile subscription (phone subscription)?

- ☐ I don't know (1)
- ☐ Up to 5 GB (2)
- ☐ More than 5 GB and up to 10 GB (3)
- ☐ More than 10 GB and up to 15 GB (4)
- ☐ More than 15 GB (5)
- ☐ I have a plan without data limit (6)
- ☐ I don't have mobile internet (7)
- ☐ Other (8) \_\_\_\_\_



GC9\_Payment\_M Who pays for your **mobile subscription** (e.g. Internet on your phone)

- ☐ Me (1)
- ☐ My employer (2)
- ☐ My parents (3)
- ☐ My partner (4)
- ☐ I don't have any (5)
- ☐ Other (6) \_\_\_\_\_



GC10\_Payment\_H Who pays for your **home Internet**?

- ☐ Me (1)
- ☐ My employer (2)
- ☐ My parents (3)
- ☐ My partner (4)
- ☐ I don't have any (5)
- ☐ Other (6) \_\_\_\_\_

Display This Question:  
If Who pays for your home Internet? != I don't have any



GC11\_Isat\_H Generally, how satisfied are you with your **home** Internet connection (speed, stability, range, etc.)?

- ☐ Not at all (1)
- ☐ To some degree (2)
- ☐ Moderately (3)
- ☐ Considerably (4)
- ☐ A lot (5)

Display This Question:  
If Who pays for your mobile subscription (e.g. Internet on your phone) != I don't have any





GC12\_Isat\_M Generally, how satisfied are you with your **mobile** Internet connection (speed, stability, range, etc.)?

- ☐ Not at all (1)
- ☐ To some degree (2)
- ☐ Moderately (3)
- ☐ Considerably (4)
- ☐ A lot (5)

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Page Break



GC13\_PURPOUS For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice is possible):

- ☐ Pleasure and entertainment (e.g. not to be bored, to pass some time, etc.) (1)
- ☐ Relaxation (e.g. Forgetting my daily duties, worries, distraction from stressful events, etc.) (2)
- ☐ Learning and information seeking (e.g. updating information about important events, detailed information about how people do something step by step, etc.) (3)
- ☐ Watching with friends or family (4)
- ☐ To have a company (e.g. sound in the background or as a second activity, etc.) (5)
- ☐ To separate from others (e.g. to have personal space for transportation or to be able to ignore surroundings, etc.) (6)
- ☐ Other (7) \_\_\_\_\_
- ☐ Other (8) \_\_\_\_\_



GC14\_service Please indicate below, which services have you used for what purpose. (Multiple choice is possible):

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = HBO GO

Display This Answer:

If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Pleasure and entertainment (e.g. not to be bored, to pass some time, etc.)

Display This Answer:

If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Relaxation (e.g. Forgetting my daily duties, worries, distraction from stressful events, etc.)

Display This Answer:

If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Learning and information seeking (e.g. updating information about important events, detailed information about how people do something step by step, etc.)

Display This Answer:

If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Watching with friends or family

Display This Answer:

If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To have a company (e.g. sound in the background or as a second activity, etc.)

Display This Answer:

If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To separate from others (e.g. to have personal space for transportation or to be able to ignore surroundings, etc.)

Display This Answer:

If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Other

Display This Answer:

If If W jakim celu (-ach) korzystałeś (-aś) z usług wideo na żądanie w ostatnim miesiącu? (Możliwych je... Inny Is Not Empty

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Netflix

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Hulu

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Disney +

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Amazon Prime

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Showtime

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = YouTube (excluding live stream content)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Tik Tok (excluding for live stream content)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Instagram (stories and videos only, excluding for live stream content)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Vimeo

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Dailymotion

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Facebook (only "watch" video section excluding for live stream content)

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Vevo

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Streamable

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = TED

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = LiveLeak

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Apple Tv

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Twitter (videos only, excluding for live stream content)

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = CDA

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Other

If/If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.  Inne Is Not Empty

If / If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór. &nbsp; Inne Is Not Empty

If/If z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.   Inne Is Not Empty

If/If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.  Inne Is Not Empty

<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Pleasure and entertainment (e.g. not to be bored, to pass some time, etc.)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Relaxation (e.g. Forgetting my daily duties, worries, distraction from</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Learning and information seeking (e.g. updating information about important events, detailed information about how people do something, staying</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To have a company (e.g. sound in the background or as a second activity, etc.)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To separate from others (e.g. to have personal space for transportation or to be able to ignore</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Other</p>	<p>Display This Answer:</p> <p>If If W jakim celu (-ach) korzystałeś (-aś) z usług wideo na żądanie w ostatnim miesiącu? (Możliwych je... Inny Is Not Empty</p>
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Pleasure and entertainment (1)	stressful events, etc.)	Learning and	Watching with friends or family (4)	To have a company (5)	surroundings, etc.)	S/ChoiceTextEntry Value/7} (7)	S/ChoiceTextEntry Value/8} (8)
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<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Relaxation (e.g. Forgetting my daily duties, worries, distraction from stressful events, etc.)</p>	<p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Learning and information seeking (e.g. updating information about important events, detailed information about how people do something step by step, etc.)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Watching with friends or family</p> <p>Watching with friends or family (4)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To have a company (e.g. sound in the background or as a second activity, etc.)</p> <p>To have a company (7)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To separate from others (e.g. to have personal space for transportation or to be able to ignore surroundings, etc.)</p> <p>To separate from others (7)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Other</p> <p>Other (7)</p>	<p>Display This Answer:</p> <p>If If W jakim celu (-ach) korzystałeś (-aś) z usług wideo na żądanie w ostatnim miesiącu? (Możliwych je... Inny Is Not Empty</p> <p>Other (8)</p>
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Relaxation (2)	Learning and information seeking	(5)	To separate from others (6)
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<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Learning and information seeking (e.g. updating information about important events, detailed information about how people do something step by step, etc.)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Watching with friends or family</p> <p>Watching with friends or family (4)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To have a company (e.g. sound in the background or as a second activity, etc.)</p> <p>To have a company</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To separate from others (e.g. to have personal space for transportation or to be able to ignore surroundings, etc.)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Other</p> <p>Other</p>	<p>Display This Answer:</p> <p>If If W jakim celu (-ach) korzystałeś (-aś) z usług wideo na żądanie w ostatnim miesiącu? (Możliwych je... Inny Is Not Empty</p> <p>Other</p>
<p>GC13_PURPOU S/ChoiceTextEntry Value/7\ (7)</p>	<p>GC13_PURPOU S/ChoiceTextEntry Value/8\ (8)</p>	<p>GC13_PURPOU S/ChoiceTextEntry Value/9\ (9)</p>	<p>GC13_PURPOU S/ChoiceTextEntry Value/10\ (10)</p>	<p>GC13_PURPOU S/ChoiceTextEntry Value/11\ (11)</p>	<p>GC13_PURPOU S/ChoiceTextEntry Value/12\ (12)</p>

Learning and information seeking (3)	(5)	To separate from others (6)
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<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Watching with friends or family</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To have a company (e.g. sound in the background or as a</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To separate from others (e.g. to have personal space for transportation or to</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Other</p>	<p>Display This Answer:</p> <p>If If W jakim celu (-ach) korzystałeś (-aś) z usług wideo na żądanie w ostatnim miesiącu? (Możliwych je... Inny Is Not Empty</p>
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Watching with friends or family (4)	To have a company		
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<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To have a company (e.g. sound in the background or as a second activity, etc.)</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To separate from others (e.g. to have personal space for transportation or to be able to ignore</p>	<p>Display This Answer:</p> <p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Other</p>	<p>Display This Answer:</p> <p>If If W jakim celu (-ach) korzystałeś (-aś) z usług wideo na żądanie w ostatnim miesiącu? (Możliwych je... Inny Is Not Empty</p>
<p>\$_{GC13_PURPOU</p>	<p>\$_{GC13_PURPOU</p>	<p>\$_{GC13_PURPOU</p>	<p>\$_{GC13_PURPOU</p>

To have a company (5)	surroundings, etc.) To separate from	S/Choice TextInput Value/7} (7)	S/Choice TextInput Value/8} (8)
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<p><i>Display This Answer:</i></p> <p><i>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = To separate from others (e.g. to have personal space for transportation or to be able to ignore surroundings, etc.)</i></p>	<p><i>Display This Answer:</i></p> <p><i>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Other</i></p>	<p><i>Display This Answer:</i></p> <p><i>If If W jakim celu (-ach) korzystałeś (-aś) z usług wideo na żądanie w ostatnim miesiącu? (Możliwych je... Inny Is Not Empty</i></p>
<code>#{GC13_PURPOU</code> <code>S/ChoiceTextEntry</code>	<code>#{GC13_PURPOU</code> <code>S/ChoiceTextEntry</code>	<code>#{GC13_PURPOU</code> <code>S/ChoiceTextEntry</code>

To separate from others (6)

Display This Answer:	Display This Answer:
<p>If For which purpose (-s) have you used video-on-demand services in the past month? (Multiple choice... = Other</p>	<p>If If W jakim celu (-ach) korzystałeś (-aś) z usług wideo na żądanie w ostatnim miesiącu? (Możliwych je... Inny Is Not Empty</p>

\${GC13_PURPOU S/ChoiceTextEntry Value/7} (7)	\${GC13_PURPOU S/ChoiceTextEntry Value/8} (8)
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Display This Answer:

`#{GC13_PURPOUS/ChoiceTextEntryValue/8} (8)`

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = HBO GO

HBO GO (1)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Netflix

Netflix (2)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Hulu

Hulu (3)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Disney +

Disney + (4)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Amazon Prime

Amazon Prime (5)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Showtime

Showtime (6)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = YouTube (excluding live stream content)

YouTube (except for live stream content) (7)

☐☐

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Tik Tok (excluding for live stream content)

Tik Tok (except for live stream content) (8)

☐☐☐☐☐☐☐☐

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Instagram (stories and videos only, excluding for live stream content)

Instagram (stories and videos only, except for live stream content) (9)

☐☐☐☐☐☐☐☐

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Vimeo

Vimeo (10)

☐☐☐☐☐☐☐☐

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Dailymotion

Dailymotion (11)

☐☐☐☐☐☐☐☐

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Facebook (only "watch" video section excluding for live stream content)

Facebook (only "watch" video section except for live stream content) (12)

☐☐☐☐☐☐☐☐

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Vevo

Vevo (13)

☐☐☐☐☐☐☐☐

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Streamable

Streamable (14)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = TED

TED (15)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = LiveLeak

LiveLeak (16)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Apple Tv

Apple Tv (17)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Twitter (videos only, excluding for live stream content)

Twitter (videos only, except for live stream content) (18)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = CDA

CDA (19)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Other

#{GC4\_service/ChoiceTextEntryVa

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Display This Choice:*

*If If Z których z poniższych usług  
wideo na żądanie (VOD) korzystałeś/  
aś w ciągu ostatniego miesiąca?  
Możliwy jest wielokrotny wybór.&nbsp;nbsp;nbsp;  
Inne Is Not Empty*

`$_GC4_service/ChoiceTextEntryValue/21` (21)

*Display This Choice:*

*If I z których z poniższych usług  
wideo na żądanie (VOD) korzystałeś/-  
aś w ciągu ostatniego miesiąca?  
Możliwy jest wielokrotny wybór.&nbsp;nbsp;nbsp;  
Inne Is Not Empty*

`$_GC4_service/ChoiceTextEntryValue/22` (22)

*Display This Choice:*

*If I z których z poniższych usług  
wideo na żądanie (VOD) korzystałeś/-  
aś w ciągu ostatniego miesiąca?  
Możliwy jest wielokrotny wybór.&nbsp;nbsp;nbsp;  
Inne Is Not Empty*

`$_GC4_service/ChoiceTextEntryValue/23` (23)

*Display This Choice:*

*If I z których z poniższych usług  
wideo na żądanie (VOD) korzystałeś/-  
aś w ciągu ostatniego miesiąca?  
Możliwy jest wielokrotny wybór.&nbsp;nbsp;nbsp;  
Inne Is Not Empty*

`$_GC4_service/ChoiceTextEntryValue/24` (24)



GC15\_VODpay Who pays for your VOD (video on demand) subscriptions?

- ☐ Me (1)
- ☐ My employer (2)
- ☐ My parents (3)
- ☐ My partner (4)
- ☐ I don't have any paid VOD subscriptions (5)
- ☐ Other (6) \_\_\_\_\_

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Page Break



GC16\_ServPerDev Please indicate below which services you use on which device? (Multiple choice is possible)

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = HBO GO*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Netflix*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Hulu*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Disney +*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Amazon Prime*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Showtime*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = YouTube (excluding live stream content)*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Tik Tok (excluding for live stream content)*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Instagram (stories and videos only, excluding for live stream content)*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Vimeo*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Dailymotion*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Facebook (only "watch" video section excluding for live stream content)*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Vevo*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Streamable*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = TED*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = LiveLeak*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Apple Tv*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Twitter (videos only, excluding for live stream content)*

Display This Choice:

*If Which of the following video on demand (VOD) services have you used during the last month? Multip... = CDA*

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Other

Display This Choice:

If If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.&nbsp;Inne Is Not Empty

Display This Choice:

If If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.&nbsp;Inne Is Not Empty

Display This Choice:

If If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.&nbsp;Inne Is Not Empty

Display This Choice:

If If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.&nbsp;Inne Is Not Empty

	Smartphone (1)	Tablet (2)	Laptop (3)	Desktop computer (4)	Projector (5)	TV (6)
Display This Choice: If Which of the following video on demand (VOD) services have you used during the last month? Multip... = HBO GO HBO GO (1)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Display This Choice: If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Netflix Netflix (2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Display This Choice: If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Hulu Hulu (3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Display This Choice: If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Disney + Disney + (4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Display This Choice: If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Amazon Prime Amazon Prime (5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Display This Choice: If Which of the following video on demand (VOD) services have you used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

during the last month? Multip... = Showtime

Showtime (6)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = YouTube (excluding live stream content)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

YouTube (except for live stream content) (7)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Tik Tok (excluding for live stream content)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Tik Tok (except for live stream content) (8)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Instagram (stories and videos only, excluding for live stream content)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Instagram (stories and videos only, except for live stream content) (9)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Vimeo

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Vimeo (10)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Dailymotion

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Dailymotion (11)

Display This Choice:

If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Facebook (only "watch" video section excluding for live stream content)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Facebook (only "watch" video section except for live stream content) (12)

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Vevo

Vevo (13)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Streamable

Streamable (14)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = TED

TED (15)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = LiveLeak

LiveLeak (16)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Apple Tv

Apple Tv (17)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = Twitter (videos only, excluding for live stream content)

Twitter (videos only, except for live stream content) (18)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Display This Choice:  
If Which of the following video on demand (VOD) services have you used during the last month? Multip... = CDA

CDA (19)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

Display This Choice:  
If Which of the following video on demand (VOD) services have you used

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

during the last month? Multip... = Other

#{GC4\_service/ChoiceTextEntryValue/20}  
(20)

Display This Choice:  
If If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.&nbsp;Inne Is Not Empty

☐

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☐

☐

☐

#{GC4\_service/ChoiceTextEntryValue/21}  
(21)

Display This Choice:  
If If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.&nbsp;Inne Is Not Empty

☐

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☐

#{GC4\_service/ChoiceTextEntryValue/22}  
(22)

Display This Choice:  
If If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.&nbsp;Inne Is Not Empty

☐

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#{GC4\_service/ChoiceTextEntryValue/23}  
(23)

Display This Choice:  
If If Z których z poniższych usług wideo na żądanie (VOD) korzystałeś/-aś w ciągu ostatniego miesiąca? Możliwy jest wielokrotny wybór.&nbsp;Inne Is Not Empty

☐

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#{GC4\_service/ChoiceTextEntryValue/24}  
(24)



GC17\_PlaceAll Where have you used video on demand (VOD) services in the past month (multiple options can be selected)

- ☐ At home (1)
  - ☐ At work (2)
  - ☐ At school (3)
  - ☐ During transportation (e.g. in the car, on the bus etc.) (4)
  - ☐ Outside (e.g. in a park, in a garden, etc.) (5)
  - ☐ In a covered public place (e.g. at the shopping mall, at the airport, etc.) (6)
  - ☐ Other (7) \_\_\_\_\_
- 



GC18\_Place\_Fav In which of these places have you watched VOD **most often**?

- ☐ At home (1)
  - ☐ At work (2)
  - ☐ At school (3)
  - ☐ During transportation (e.g. in the car, on the bus etc.) (4)
  - ☐ Outside (e.g. in a park, in a garden, etc.) (5)
  - ☐ In a covered public place (e.g. at the shopping mall, at the airport, etc.) (6)
  - ☐ Other (7) \_\_\_\_\_
- 





GC19\_Sur\_People How many people are usually around you when you watch video on demand (VOD)?

- ☐ No one (1)
- ☐ 1 (2)
- ☐ 2 (3)
- ☐ 3 (4)
- ☐ More than 3 (5)
- ☐ It depends (6)

End of Block: Purpose

Start of Block: Quality attitudes and beliefs

QA  
In this section, we would like you to describe your **general beliefs** on the factors influencing your experience with VOD services. Focus on your personal experience. If you need to, you can see below what type of service we want you to think about when we ask for VOD. Please note that we want you to think only about recorded video materials available for online viewing.

QA [\\${GC4\\_service/ChoiceGroup/SelectedChoices}](#)



QA1\_Iritation How annoying do you find video malfunctions while watching video on demand (such as low resolution, lack of smoothness, stalling, etc)?

- ☐ Not at all (1)
- ☐ To some degree (2)
- ☐ Moderately (3)
- ☐ Considerably (4)
- ☐ A lot (5)



QA2\_Beh\_call How much convinced are you that you would call your Internet operator or write an e-mail to the Service Owner, if you knew it may help you solve these problems?

- ☐ Not at all (1)
  - ☐ To some degree (2)
  - ☐ Moderately (3)
  - ☐ Considerably (4)
  - ☐ A lot (5)
- 



QA2\_Beh\_refresh How convinced are you that you would refresh your browser to improve video quality on VOD services?

- ☐ Not at all (1)
  - ☐ To some degree (2)
  - ☐ Moderately (3)
  - ☐ Considerably (4)
  - ☐ A lot (5)
- 



QA3\_Beh\_restart How convinced are you that you would restart your Internet connection to improve video quality on VOD services?

- ☐ Not at all (1)
- ☐ To some degree (2)
- ☐ Moderately (3)
- ☐ Considerably (4)
- ☐ A lot (5)

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Page Break

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QA4\_Beh\_pay How convinced are you that you would pay more to get better VOD quality?

- ☐ Not at all (1)
  - ☐ To some degree (2)
  - ☐ Moderately (3)
  - ☐ Considerably (4)
  - ☐ A lot (5)
- 



QA5\_Beh\_change How convinced are you that you would change Internet operator or VOD Service Provider due to the poor video quality?

- ☐ Not at all (1)
  - ☐ To some degree (2)
  - ☐ Moderately (6)
  - ☐ Considerably (3)
  - ☐ A lot (5)
- 



QA6\_Cog How important is video quality to you?

- ☐ Not at all (1)
  - ☐ To some degree (2)
  - ☐ Moderately (3)
  - ☐ Considerably (4)
  - ☐ A lot (5)
-





Q33

In this section, we will ask you to evaluate various characteristics and **factors** in terms of how much you think they affect your experience during experiment. Think how much the given events and characteristics made the experience pleasant or annoying.

Please mark it on a scale from „Not at all” to „A lot”. If you think an aspect has a big impact, choose "A lot" and if not, select "Not at all".

We encourage you to differentiate as much as possible during the assessment. There are no "right or wrong" answers. If you do not understand an item, please select "I don't understand".



Q1 In this section, rate **how much** these factors impact your experience during experiment.

	Not at all (1)	To some degree (2)	Moderately (3)	Considerably (4)	A lot (5)	I don't understand (6)
Fluency of the video (e.g., Occurrence of stalling events, frame drop, freeze, time jumps, lack of continuity, etc.) (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image and sound synchronization (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The presence of artifacts or distortion in the video (visibility of shapes that are strange and unnatural) (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reproduction quality of dark / black parts of the video (visible blocks or other artifacts in the dark part of the video) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Colors quality (reality, diversity, contrast) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video resolution (visible pixels, number of details, sharpness, etc.) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Device type (resolution, size, quality) (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Network connection efficiency (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Application features (design, appearance, ease of use, ease of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



access) (9)						
The presence of family, friends or a supervisor / boss / teacher (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environment (lighting, time of day, comfort and temperature, etc.) (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your attention (multitasking / other activity, lack of sleep, etc.) (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your mood and emotions (13)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Previous experiences (screen time, significant events of this day, etc.) (14)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cost / price (if access was paid, price of the service, how much money you have already spent on that service, etc.) (15)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your interest in the content (16)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content importance / significance (17)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Number of crucial details (e.g. presence of small essential elements, little drawings / inscriptions, slides with graphics, etc.) (18)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purpose of use - work, education, entertainment,	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

etc... (19)						
Emotions evoked by the content (20)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Duration of the clip / video / movie (21)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your familiarity with the content (how many times you've seen it, how much do you know what to expect) (22)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fact that it was only available on one type of service (23)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The fact that it was or wasn't a premiere (24)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your expectations regarding the content (e.g. based on reviews, other people's recommendations, etc.) (25)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visibility of details in dark scenes - the quality of these scenes (26)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your appreciation of the content (e.g. whether you find it interesting or boring) (27)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content genre (e.g. comedy, sports, talk show ...) (28)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The presence of advertisements (playback interruption, screen covering, etc.) (29)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

