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| Question | √ | Option | Question | √ | Option |
| Are you native English speaker? | 1 | Yes | What is your purpose/intention of commenting (giving feedback/review) on products ONLINE? | 1 | Sharing experience |
| 2 | No | 2 | Giving warning to others |
| Age | 1 | 18 and below | 3 | Giving suggestion |
| 2 | 19-35 | 4 | Expressing yourself |
| 3 | 36-50 | 5 | Sharing experience |
| 4 | 51 and above | 6 | Other (state) |
| Gender | 1 | Male | What is the category of product that you usually comment (giving feedback/review) ONLINE? | 1 | Mobile and Tablets |
| 2 | Female | 2 | Fashion |
| Do you comment (give feedback/review) on global social product online? | 1 | Yes | 3 | Jewellery and Watch |
| 2 | No | 4 | Camera |
| Which Social Media Platform have you commented? | 1 | Facebook.com | 5 | Home Appliance |
| 2 | Amazon.com | 6 | Consumer Electronics |
| 3 | eBay.com | 7 | Computer |
| 4 | Twitter.com | 8 | Beauty and Health |
| 5 | Other (state) | 9 | Toys and Kids |