**Survey about Evaluative Expressions in Online Reviews**

*Dear Respondent,*

Thank you for taking part in our survey and helping us with our research to gather the feedback on Evaluative Expressions in reviews from online social media. This survey is carried out by Ms. Pak Irina, Ms. Catherine Lee, A.P. Dr. Teh Phoey Lee from Sunway University and Dr. Paul Rayson from Lancaster University. You have been invited to participate in this survey. The study attempts to analyse the *“Like and Dislike” value of comments from customers or potential customers in online reviews.* The survey is based on comments from users in reviews fromdifferent online social media*.* We estimated that your participation will take approximately ten minutes. All information will be kept confidential and will be utilized within the university survey and reference purposes only. Your kind cooperation and assistance is much appreciated. Thank you.

This research project has received approval from the Sunway University Research Ethics Committee (Approval code: SUREC 2015/002). If you have any concerns about this project you can contact the Research and Enterprise Office, Sunway University, Tel: +6 03 7491 8622.

*Sincerely,*

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**PART ONE: Respondent’s Details and General Information**

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

**PART TWO: Please read the comments of customers and rate it according to your opinion whatever customer like or dislike the product by ticking (√ ) in level section**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Comments** | **Level** | | | | | | |
| Strongly Dislike | Dislike | Slightly Dislike | Neutral | Slightly Like | Like | Strongly Like |
| Q1. | I love it |  |  |  |  |  |  |  |
| I LOVE IT |  |  |  |  |  |  |  |
| I love it!! |  |  |  |  |  |  |  |
| I love it!!!!! |  |  |  |  |  |  |  |
| I LOVE it |  |  |  |  |  |  |  |
| I loooooooove it |  |  |  |  |  |  |  |
| I love it :-) |  |  |  |  |  |  |  |
| I love it :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q2. | Some serious abuse |  |  |  |  |  |  |  |
| SOME SERIOUS ABUSE |  |  |  |  |  |  |  |
| Some serious abuse!! |  |  |  |  |  |  |  |
| Some serious abuse!!!!! |  |  |  |  |  |  |  |
| Some serious ABUSE |  |  |  |  |  |  |  |
| Some serious abuuuuuuuuse |  |  |  |  |  |  |  |
| Some serious abuse :-) |  |  |  |  |  |  |  |
| Some serious abuse :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q3. | I like it |  |  |  |  |  |  |  |
| I LIKE IT |  |  |  |  |  |  |  |
| I like it!! |  |  |  |  |  |  |  |
| I like it!!!!! |  |  |  |  |  |  |  |
| I liiiiiiiiiiike it |  |  |  |  |  |  |  |
| I LIKE it |  |  |  |  |  |  |  |
| I like it :-) |  |  |  |  |  |  |  |
| I like it :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q4. | Very disappointed |  |  |  |  |  |  |  |
| VERY DISAPPOINTED |  |  |  |  |  |  |  |
| Very Disappointed!! |  |  |  |  |  |  |  |
| Very Disappointed!!!!! |  |  |  |  |  |  |  |
| Very DISAPPOINTED |  |  |  |  |  |  |  |
| Very Disappoooooooointed |  |  |  |  |  |  |  |
| Very Disappointed :-) |  |  |  |  |  |  |  |
| Very Disappointed :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q5. | I am very happy |  |  |  |  |  |  |  |
| I AM VERY HAPPY |  |  |  |  |  |  |  |
| I am very happy!! |  |  |  |  |  |  |  |
| I am very happy!!!!! |  |  |  |  |  |  |  |
| I am very HAPPY |  |  |  |  |  |  |  |
| I am very haaaaaaappy |  |  |  |  |  |  |  |
| I am very happy :-) |  |  |  |  |  |  |  |
| I am very happy :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q6. | I don’t care |  |  |  |  |  |  |  |
| I DON’T CARE |  |  |  |  |  |  |  |
| I don’t care!! |  |  |  |  |  |  |  |
| I don’t care!!!!! |  |  |  |  |  |  |  |
| I don’t CARE |  |  |  |  |  |  |  |
| I don’t caaaaaaaaare |  |  |  |  |  |  |  |
| I don’t care :-) |  |  |  |  |  |  |  |
| I don’t care :-( |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Comments** | **Level** | | | | | | |
| Strongly Dislike | Dislike | Slightly Dislike | Neutral | Slightly Like | Like | Strongly Like |
| Q7 | I did hit it well |  |  |  |  |  |  |  |
| I DID HIT WELL |  |  |  |  |  |  |  |
| I did hit well!! |  |  |  |  |  |  |  |
| I did hit well!!!!! |  |  |  |  |  |  |  |
| I did HIT well |  |  |  |  |  |  |  |
| I did hiiiiiiiiiit well |  |  |  |  |  |  |  |
| I did hit well :-) |  |  |  |  |  |  |  |
| I did hit well :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q8 | I am glad |  |  |  |  |  |  |  |
| I AM GLAD |  |  |  |  |  |  |  |
| I am glad!! |  |  |  |  |  |  |  |
| I am glad!!!!! |  |  |  |  |  |  |  |
| I am GLAD |  |  |  |  |  |  |  |
| I am glaaaaaaaad |  |  |  |  |  |  |  |
| I am glad :-) |  |  |  |  |  |  |  |
| I am glad :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q9 | I hate it |  |  |  |  |  |  |  |
| I HATE IT |  |  |  |  |  |  |  |
| I hate it!! |  |  |  |  |  |  |  |
| I hate it!!!!! |  |  |  |  |  |  |  |
| I HATE it |  |  |  |  |  |  |  |
| I haaaaaaaaate it |  |  |  |  |  |  |  |
| I hate it :-) |  |  |  |  |  |  |  |
| I hate it :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q10 | I am big fan |  |  |  |  |  |  |  |
| I AM BIG FAN |  |  |  |  |  |  |  |
| I am big fan!! |  |  |  |  |  |  |  |
| I am big fan!!!!! |  |  |  |  |  |  |  |
| I am big FAN |  |  |  |  |  |  |  |
| I am big faaaaaaaan |  |  |  |  |  |  |  |
| I am big fan :-) |  |  |  |  |  |  |  |
| I am big fan :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q11 | It is really annoying |  |  |  |  |  |  |  |
| IT IS REALLY ANNOYING |  |  |  |  |  |  |  |
| It is really annoying!! |  |  |  |  |  |  |  |
| It is really annoying!!!!! |  |  |  |  |  |  |  |
| It is really ANNOYING |  |  |  |  |  |  |  |
| It is really annoooooooying |  |  |  |  |  |  |  |
| It is really annoying :-) |  |  |  |  |  |  |  |
| It is really annoying :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q12 | My favorite |  |  |  |  |  |  |  |
| MY FAVORITE |  |  |  |  |  |  |  |
| My favorite!! |  |  |  |  |  |  |  |
| My favorite!!!!! |  |  |  |  |  |  |  |
| My FAVORITE |  |  |  |  |  |  |  |
| My faaaaaaaaavorite |  |  |  |  |  |  |  |
| My favorite :-) |  |  |  |  |  |  |  |
| My favorite :-( |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Comments** | **Level** | | | | | | |
| Strongly Dislike | Dislike | Slightly Dislike | Neutral | Slightly Like | Like | Strongly Like |
| Q13 | Hours of fun |  |  |  |  |  |  |  |
| HOURS OF FUN |  |  |  |  |  |  |  |
| Hours of fun!! |  |  |  |  |  |  |  |
| Hours of fun!!!!! |  |  |  |  |  |  |  |
| Hours of FUN |  |  |  |  |  |  |  |
| Hours of fuuuuuuun |  |  |  |  |  |  |  |
| Hours of fun :-) |  |  |  |  |  |  |  |
| Hours of fun :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q14 | Very satisfied |  |  |  |  |  |  |  |
| VERY SATISFIED |  |  |  |  |  |  |  |
| Very satisfied!! |  |  |  |  |  |  |  |
| Very satisfied!!!!! |  |  |  |  |  |  |  |
| Very SATISFIED |  |  |  |  |  |  |  |
| Very saaaaaaatisfied |  |  |  |  |  |  |  |
| Very satisfied :-) |  |  |  |  |  |  |  |
| Very satisfied :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q15 | I boot it |  |  |  |  |  |  |  |
| I BOOT IT |  |  |  |  |  |  |  |
| I boot it!! |  |  |  |  |  |  |  |
| I boot it!!!!! |  |  |  |  |  |  |  |
| I BOOT it |  |  |  |  |  |  |  |
| I booooooooot it |  |  |  |  |  |  |  |
| I boot it :-) |  |  |  |  |  |  |  |
| I boot it :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q16 | I prefer it |  |  |  |  |  |  |  |
| I PREFER IT |  |  |  |  |  |  |  |
| I prefer it!! |  |  |  |  |  |  |  |
| I prefer it!!!!! |  |  |  |  |  |  |  |
| I PREFER it |  |  |  |  |  |  |  |
| I preeeeeeeeefer it |  |  |  |  |  |  |  |
| I prefer it :-) |  |  |  |  |  |  |  |
| I prefer it :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q17 | Too much trouble |  |  |  |  |  |  |  |
| TOO MUCH TROUBLE |  |  |  |  |  |  |  |
| Too much trouble!! |  |  |  |  |  |  |  |
| Too much trouble!!!!! |  |  |  |  |  |  |  |
| Too much TROUBLE |  |  |  |  |  |  |  |
| Too much trooooooouble |  |  |  |  |  |  |  |
| Too much trouble :-) |  |  |  |  |  |  |  |
| Too much trouble :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q18 | Really enjoy |  |  |  |  |  |  |  |
| REALLY ENJOY |  |  |  |  |  |  |  |
| Really enjoy!! |  |  |  |  |  |  |  |
| Really enjoy!!!!! |  |  |  |  |  |  |  |
| Really ENJOY |  |  |  |  |  |  |  |
| Really eeeeeeeeenjoy |  |  |  |  |  |  |  |
| Really enjoy :-) |  |  |  |  |  |  |  |
| Really enjoy :-( |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Comments** | **Level** | | | | | | | |
| Strongly Dislike | Dislike | Slightly Dislike | Neutral | Slightly Like | Like | Strongly Like | |
| Q19 | Totally fierce |  |  |  |  |  |  |  | |
| TOTALLY FIERCE |  |  |  |  |  |  |  | |
| Totally fierce!! |  |  |  |  |  |  |  | |
| Totally fierce!!!!! |  |  |  |  |  |  |  | |
| Totally FIERCE |  |  |  |  |  |  |  | |
| Totally fierceeeeeeee |  |  |  |  |  |  |  | |
| Totally fierce :-) |  |  |  |  |  |  |  | |
| Totally fierce :-( |  |  |  |  |  |  |  | |
|  |  | | | | | | | | |
| Q20 | I have to worry |  |  |  |  |  |  |  | |
| I HAVE TO WORRY |  |  |  |  |  |  |  | |
| I have to worry!! |  |  |  |  |  |  |  | |
| I have to worry!!!!! |  |  |  |  |  |  |  | |
| I have to WORRY |  |  |  |  |  |  |  | |
| I have to woooooooooooorry |  |  |  |  |  |  |  | |
| I have to worry :-) |  |  |  |  |  |  |  | |
| I have to worry :-( |  |  |  |  |  |  |  | |
| **PART THREE: Please read RARE COMMENTS of customers and rate it according to your opinion whatever customer like or dislike the product by ticking ( √ ) in level section** | | | | | | | | |
| Q21 | I can afford it |  |  |  |  |  |  |  | |
| I CAN AFFORD IT. |  |  |  |  |  |  |  | |
| I can afford it!! |  |  |  |  |  |  |  | |
| I can afford it!!!!! |  |  |  |  |  |  |  | |
| I can AFFORD it. |  |  |  |  |  |  |  | |
| I caaaaaaaan afford it. |  |  |  |  |  |  |  | |
| I can afford it :-) |  |  |  |  |  |  |  | |
| I can afford it :-( |  |  |  |  |  |  |  | |
|  |  | | | | | | | | |
| Q22 | What a lie |  |  |  |  |  |  |  | |
| WHAT A LIE |  |  |  |  |  |  |  | |
| What a lie!! |  |  |  |  |  |  |  | |
| What a lie!!!!! |  |  |  |  |  |  |  | |
| What a LIE |  |  |  |  |  |  |  | |
| Whaaaaaaaat a lie |  |  |  |  |  |  |  | |
| What a lie :-) |  |  |  |  |  |  |  | |
| What a lie :-( |  |  |  |  |  |  |  | |
|  |  | | | | | | | | |
| Q23 | I recommend it |  |  |  |  |  |  |  | |
| I RECOMMEND IT |  |  |  |  |  |  |  | |
| I recommend it!! |  |  |  |  |  |  |  | |
| I recommend it!!!! |  |  |  |  |  |  |  | |
| I RECOMMEND it |  |  |  |  |  |  |  | |
| I recommeeeeeeeend it |  |  |  |  |  |  |  | |
| I recommend it :-) |  |  |  |  |  |  |  | |
| I recommend it :-( |  |  |  |  |  |  |  | |
|  |  | | | | | | | | |
| Q24 | Don’t come here to shop |  |  |  |  |  |  |  | |
| DON’T COME HERE TO SHOP |  |  |  |  |  |  |  | |
| Don’t come here to shop!! |  |  |  |  |  |  |  | |
| Don’t come here to shop!!!!! |  |  |  |  |  |  |  | |
| DON’T COME here to shop |  |  |  |  |  |  |  | |
| Don’t cooooooome here to shop |  |  |  |  |  |  |  | |
| Don’t come here to shop :-) |  |  |  |  |  |  |  | |
| Don’t come here to shop :-( |  |  |  |  |  |  |  | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Comments** | **Level** | | | | | | |
| Strongly Dislike | Dislike | Slightly Dislike | Neutral | Slightly Like | Like | Strongly Like |
| Q25 | Exceed expectations |  |  |  |  |  |  |  |
| EXCEED EXPECTATIONS |  |  |  |  |  |  |  |
| Exceed expectations!! |  |  |  |  |  |  |  |
| Exceed expectations!!!!! |  |  |  |  |  |  |  |
| EXCEED expectations |  |  |  |  |  |  |  |
| Exceeeeeeeeeeed expectations |  |  |  |  |  |  |  |
| Exceed expectations :-) |  |  |  |  |  |  |  |
| Exceed expectations :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q26 | Fine until it breaks |  |  |  |  |  |  |  |
| FINE UNTIL IT BREAKS |  |  |  |  |  |  |  |
| Fine until it breaks!! |  |  |  |  |  |  |  |
| Fine until it breaks!!!!! |  |  |  |  |  |  |  |
| Fine until it BREAKS |  |  |  |  |  |  |  |
| Fiiiiiiiiine until it breaks |  |  |  |  |  |  |  |
| Fine until it breaks :-) |  |  |  |  |  |  |  |
| Fine until it breaks :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q27 | I will continue taking this brand |  |  |  |  |  |  |  |
| I WILL CONTINUE TAKING THIS BRAND |  |  |  |  |  |  |  |
| I will continue taking this brand!! |  |  |  |  |  |  |  |
| I will continue taking this brand!!!!! |  |  |  |  |  |  |  |
| I will continue taking this BRAND |  |  |  |  |  |  |  |
| I will continue taking this braaaaaaaand |  |  |  |  |  |  |  |
| I will continue taking this brand :-) |  |  |  |  |  |  |  |
| I will continue taking this brand :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q28 | Never, ever, never |  |  |  |  |  |  |  |
| NEVER, EVER, NEVER |  |  |  |  |  |  |  |
| Never, ever, never!! |  |  |  |  |  |  |  |
| Never, ever, never!!!!! |  |  |  |  |  |  |  |
| NEVER, ever, never |  |  |  |  |  |  |  |
| Never, ever, neeeeeeever |  |  |  |  |  |  |  |
| Never, ever, never :-) |  |  |  |  |  |  |  |
| Never, ever, never :-( |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q29 | Are you kidding me? |  |  |  |  |  |  |  |
| ARE YOU KIDDING ME? |  |  |  |  |  |  |  |
| Are you kidding me?!! |  |  |  |  |  |  |  |
| Are you kidding me?!!!!! |  |  |  |  |  |  |  |
| Are you KIDDING me? |  |  |  |  |  |  |  |
| Are you kidding meeeee? |  |  |  |  |  |  |  |
| Are you kidding me :-)? |  |  |  |  |  |  |  |
| Are you kidding me :-(? |  |  |  |  |  |  |  |
|  |  | | | | | | | |
| Q30 | No need to say more |  |  |  |  |  |  |  |
| NO NEED TO SAY MORE |  |  |  |  |  |  |  |
| No need to say more!! |  |  |  |  |  |  |  |
| No need to say more!!!!! |  |  |  |  |  |  |  |
| NO NEED to say more |  |  |  |  |  |  |  |
| Noooooo need to say more |  |  |  |  |  |  |  |
| No need to say more :-) |  |  |  |  |  |  |  |
| No need to say more :-( |  |  |  |  |  |  |  |

End of Questionnaire. Thank You.