

APPENDIX

A QUESTIONNAIRE

Scenario: you are deciding whether you want to buy two DVD movie products, you will be given review information of this 2 movies (each movie's review is represented in different form). Based on these reviews, you will be asked to answer several questions related to the movies.

Before Task

1. How good is your English?
not fluent 1 2 3 4 5 6 7 very fluent
2. What is your age?

3. What is your education level?
 1. High school or lower
 2. Bachelor
 3. Master
 4. Phd or higher
4. What is your gender?
 1. Male
 2. Female
 3. Prefer not to specify
5. What is your nationality?

6. How often do you watch movies?
 1. Once or more in a day
 2. Once or more in a week
 3. Once or more in a month
 4. Once or more in a year
 5. Less than once a year
7. What types of movie do you like? (one or more)
 1. Action
 2. Animation
 3. Comedy
 4. Documentary
 5. Adventure
 6. Biography
 7. Crime
 8. Romance
 9. Fantasy
 10. Horror
 11. Science fiction

Task: Movie 1 or Movie 2 (depends on the order)

Your task is to decide whether you want to buy the DVD product of this movie, you are provided with the reviews from the former customers, try to find the strong/weak/controversial points of the movie when you read the reviews. After reading the reviews, you will not be able to read the reviews again when answering the questions.

8. Have you heard of this movie?
 1. Yes
 2. No
9. Have you watched this movie?
 1. Yes
 2. No
10. List 2-3 strong points of the movie (bullet points are OK)
e.g. acting is awesome, music is nice

11. List 2-3 weak points of the movie (bullet points are OK)
e.g. story is bad, acting is poor

12. List 2-3 points of the movie that reviewers have different opinions about (bullet points are OK)
e.g. some reviews think acting is good, some reviews think it is bad

After Task

13. How much time pressure did you feel in completing the task? (in summarizing points related the movie)
not stressful 1 2 3 4 5 6 7 very stressful
14. How satisfied are you with your performance in the task? (in summarizing points related the movie)
not satisfied 1 2 3 4 5 6 7 very satisfied
15. How hard is this task? (in summarizing points related the movie)
not hard 1 2 3 4 5 6 7 very hard
16. How likely is it that you would purchase this movie DVD after reading the reviews? (ignoring financial situation)
definitely would not 1 2 3 4 5 6 7 definitely would
17. How confident are you in the purchase decision you made just now?
not confident 1 2 3 4 5 6 7 very confident
18. How helpful are the given reviews in helping you form opinions about the movie?
not helpful 1 2 3 4 5 6 7 very helpful
19. Do you want to leave any comments related to this task? (skip if no comments)
