

Anthony Papageorgiou – Assignment One

Analyze the survey:

a. How is the survey structured?

The survey is structured using a variety of question types, such as multiple-choice, Likert scale, and demographic questions. The questions are grouped by theme, progressing from general movie preferences to purchasing behaviors and demographics. There are page breaks after specific questions to separate sections and allow respondents to answer one page at a time.

b. What is the questionnaire composed of?

The questionnaire is composed of questions about:

1. Movie rental and purchasing habits.
2. Preferences for movie content (e.g., violence, profanity, nudity).
3. Opinions on the impact of movies on society.
4. Interest in software that controls movie content.
5. Demographic information (e.g., age, gender, income, state of residence, marital status).

c. How are the questions ordered?

The questions are ordered logically:

1. **Introduction:** A message from the manager explaining the purpose of the survey.
2. **Movie Preferences:** Questions on general movie-watching habits and preferences for content.
3. **Technology and Software:** Questions regarding interest in software tools for controlling movie content, along with pricing and purchasing habits.
4. **Demographics:** Personal information like age, gender, income, and marital status appears at the end of the survey.

What is the difference between this block and previous instrument?

- **Focus:**
 1. **Movie Rental Survey:** This instrument is focused on movie preferences, content control, and purchasing behaviors. It asks questions about movie genres, control over content (e.g., violence, profanity), and consumer behavior related to DVD players and software.
 2. **DEI Block:** The new block centers on **demographic information**, specifically household **income** and **education** levels. It is designed to gather socioeconomic data from respondents.
- **Question Content:**

1. **Movie Rental Survey:** Questions cover various aspects of movie-watching habits, opinions on the effects of movies on society, and preferences for purchasing or renting movies.
 2. **DEI Block:** The questions focus solely on respondents' **income** and **educational background**, with predefined ranges for household income and education levels, which are common demographic variables in diversity and inclusion surveys.
- **Purpose:**
 1. **Movie Rental Survey:** The primary purpose is to understand consumer behavior related to movie rentals and DVD players, and their interest in content control software.
 2. **DEI Block:** The purpose is to collect demographic data that can help analyze diversity, equity, and inclusion factors, such as economic background and educational attainment.
 - **Structure:**
 1. **Movie Rental Survey:** Structured with a mix of Likert scale questions, multiple choice, and demographic queries spread across different themes.
 2. **DEI Block:** Structured with two clear demographic questions about **income** and **education**, presented in a simple format without branching or complex logic.