

Telemetry

We begin by collecting demographical information about the participant, such as age group and profession. We then solicit information about the participant's trends of usage on StackOverflow. Questions include the user's areas of interest, their frequency of use of the website, and what they use it for.

Having collected this generic information, we then proceed to more specific queries about our proposed area of work. We ask if the user is aware of the existing StackOverflow newsletter, and if so whether it keeps her adequately informed on topics of her interest. Finally, we ask if she would like a customized newsletter from the website, the parameters of which she may modify.

The survey was conducted on a user base of 150+ people. We estimate that users on average spent ≈ 5 minutes to read the description understand the purpose of the survey and answer the questions. We summarize the results below:

- Students and professionals comprised $\approx 80\%$ of the participants. Only 11% of our survey participants were from academia.
- Almost 90% of the respondents were in the age range 18-25 or 25-50. This reaffirms our initial observation that most users of the website are either students or professionals.
- Our respondents listed many areas of interest including programming languages (Java, Python, C/C++), databases, networking, operating systems etc. took the survey. This indicates the diversity of areas that StackOverflow provides knowledge in, and the breadth of users who consider it a reliable source of information.
- The respondents who used StackOverflow everyday or at least 2-3 time a week formed 77% of the user base with everyday users comprising 37%. This speaks to the credibility of our user pool, since the most frequent users of the website would be the best informed as to how StackOverflow's corpus of knowledge may be leveraged.
- 80% of our survey audience used StackOverflow for specific programming errors and 48% use it to learn languages and algorithms. It is noteworthy that despite the proliferation of online tutoring portals such as Coursera and Khan Academy; almost half our respondents still utilize stackoverflow.com to learn new things. The fact that 80% of respondents use StackOverflow for programming errors is overwhelming evidence that the platform is the best available choice for information on debugging in general.
- 75% of the respondents reported that they would like to hear from StackOverflow. This result reaffirms our motivation to provide a content recommendation system for the site.
- 60% of our user pool reported that they were dissatisfied with the existing StackOverflow newsletter. Indeed, 80% wanted the newsletter to be customizable.
- Our survey had a total of $\frac{154}{12} \approx 13$ people hours.