

# The Effects of Google Form Headers with Cats wearing Birthday hats on Reported Survey Enjoyment

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# Hypothesis

If cats are generally known to bring happiness to people, and we made two identical Google Forms except for the header image, where one had pictures of cats in the header image, while the other had the default header, then when participants are prompted to respond to the question “How much do you enjoy filling out Google Forms”, participants filling out the form with the cat image as the header will be more likely to respond positively.

# Procedure - Form Appearance

We created two separate Google Forms, each asked the exact same questions with the exact same wording and formatting. The only difference between forms was the header and color of the form.

Research seminar survey

Not shared

\* Indicates required question

The purpose of this study is to test teen's opinions at Boulder High School. If you participate, you will be asked to fill out this form to the best of your ability, and can stop at any time. This form will take under a minute, has no identified risks, and we only collect de-identified data.

☐ Yes  
☐ No

What grade are you in? \*

☐ Freshman  
☐ Sophmore  
☐ Junior  
☐ Senior  
☐ Other: \_\_\_\_\_

What is your gender? \*

Your answer

What is your favorite color \*

Your answer

What is your favorite animal \*

Your answer

How much did you enjoy filling out this form? \*

1   2   3   4   5  
 Not at all   ☐   ☐   ☐   ☐   ☐   Very much

Submit

Clear form

Never submit passwords through Google Forms.

This form was created inside Boulder Valley School District. [Contact form owner](#)

Google Forms

Control

Research seminar survey

Not shared

\* Indicates required question

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☐ Yes  
☐ No

What grade are you in? \*

☐ Freshman  
☐ Sophmore  
☐ Junior  
☐ Senior  
☐ Other: \_\_\_\_\_

What is your gender? \*

Your answer

What is your favorite color \*

Your answer

What is your favorite animal \*

Your answer

How much did you enjoy filling out this form? \*

1   2   3   4   5  
 Not at all   ☐   ☐   ☐   ☐   ☐   Very much

Submit

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Google Forms

Treatment

## Procedure - Questions

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- ☐ Yes
- ☐ No

What grade are you in? \*

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Other:

What is your gender? \*

Short-answer text

What is your favorite animal \*

Short-answer text

What is your favorite color \*

Short-answer text

How much did you enjoy filling out this form? \*

1 2 3 4 5

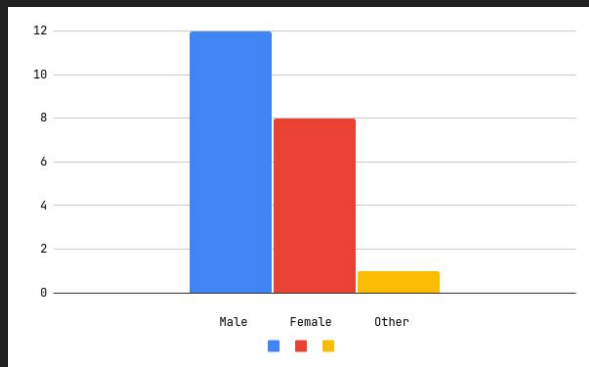
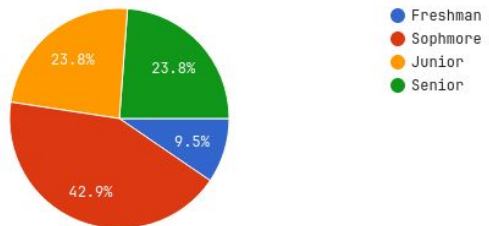
Not at all ○ ○ ○ ○ ○ Very much

# Procedure - Data Collection

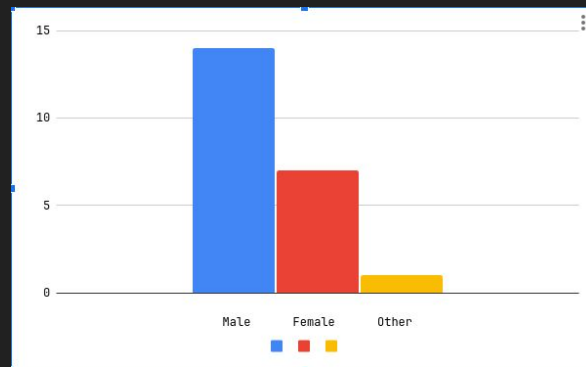
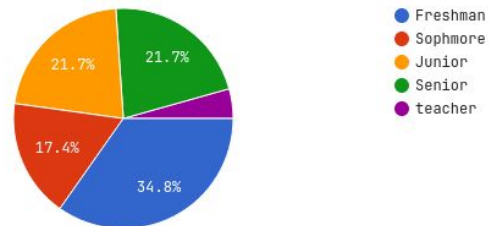
After creating the nearly identical forms, we asked students and teachers around Boulder High School if they were willing to fill out a survey, doing our best to approach students randomly to lessen potential bias. If they agreed, we used a random number generator of either 1 or 0 to determine whether they would fill out the control or the treatment Google Form. We repeated this process until we had received 21 responses for the control form and 22 responses for the treatment form. Additionally, we used the same laptop computer to collect all data to isolate the responder's opinions of the device used to fill out the form.

# Demographics

## Control

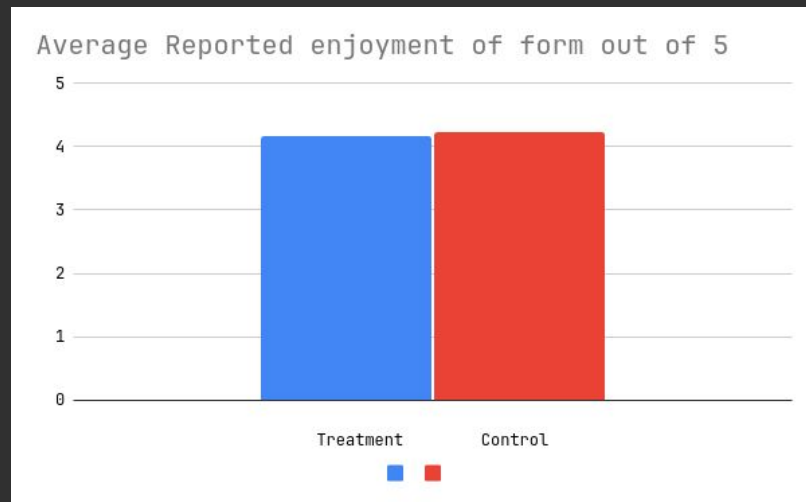


## Treatment



# Results

Each group had a reported enjoyment of  $4.2 \pm 0.5$ ,  
And had a P-Value of 0.87



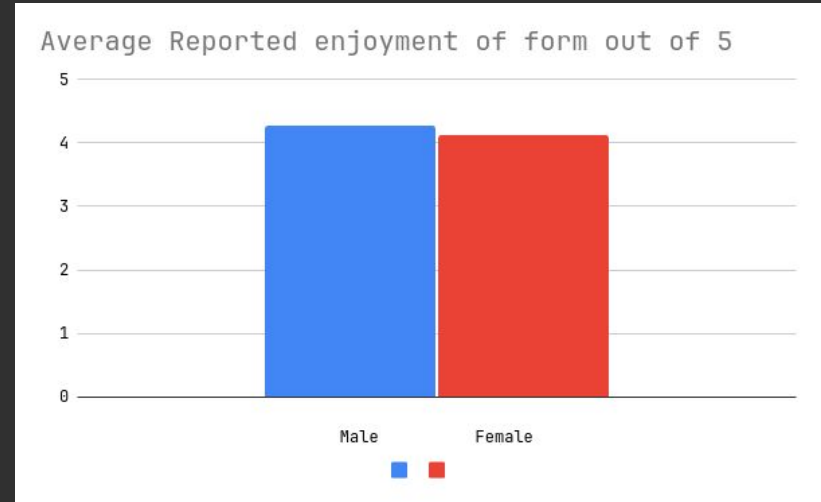


# Results by Gender

Male:  $4.3 \pm .1$

Female:  $4.1 \pm .2$

P-Value: 0.68



# Analysis

There was not a significant difference in reported enjoyment between the responses to the Google Form with cats with birthday hats as the header image and the default Google Form. This is evident by the fact that the P-value between the data of the two groups was 0.87, strongly indicating that there was no significant difference.

Further, the confidence intervals and averages calculated did not indicate a difference.

Additionally, when comparing the reported enjoyment of those that identified as male and female, we concluded that there was also no significant difference, since the P-value of the two groups was 0.68.

# Conclusion

Our survey's results lead us to conclude that cats with birthday hats as the header of a Google form likely does not affect reported enjoyment compared to a default header.