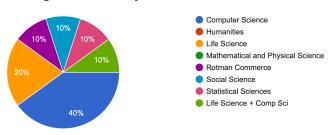
Markovchyn Dennis

Table of contents

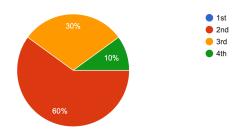
Summary of data collected	2
Insight learned	
Raw data	

Summary of data collected:

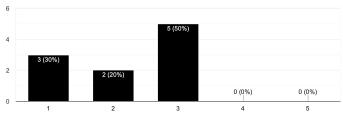
- **1**. Students that participated in a survey: Meirbek Zeinulla, Ribhav Kapur, Winnie Xu, Janet Wang, Stella Leo, Brandon Tiu, Jackie Huang, Dora Szarics, Jamal Vaninov, Andy Chan
- 2. Gender distribution equal distribution among gender (5 females and 5 males).
- 3. Program of study distribution



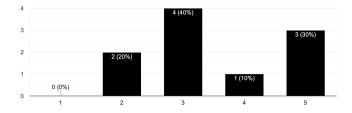
4. Year of study distribution



- **5**. Interaction preferences 3 for infinite scroll and 7 for pagination.
- **6**. How useful students find virtual assistances (1 Not at all useful 5 Extremely useful)



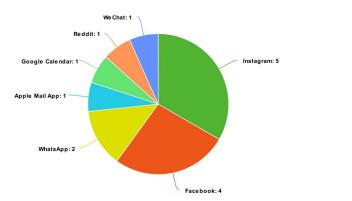
7. How important to have landscape view(1 Not at all important – 5 Extremely important)



8. Colour scheme preferences



- **9**. The applications participants use the most and what they like about them:
 - Ability to connect with people (Instagram, FB, WhatsApp);
 - Clean and utilitarian design (Google Calendar);
 - Sharing media files (WhatsApp);



- Night mode (Reddit);
- Endless scroll (FB, Instagram);
- Easy navigation (Instagram).
- **10**. The applications participant do not like and what they do not like about them:
 - Anything that is slow;
 - Apps that have an out of date look;
 - Apps that use a lot of data (Snapchat);
 - No infinite scroll style (Libby app to borrow ebooks).
- **11**. Features participants would want to see in our application:
 - Personal profile page with links to social media;
 - Chat or community forum;
 - Ability to find common programs and courses being taken among students;
 - Snapchat's idea of location sharing;
- **12**. 3 people out of 10 are members of student communities.
- 13. Communities participants are in:
 - Robotics for Space Exploration;
 - University of Toronto Consulting Association;
 - University of Toronto Machine Intelligence Student Team;
 - Cognitive Science and Artificial Intelligence Students Association.
- 14. Reasons why participants are not engaged in communities:
 - Not much time because of commuting or generally short on time;
 - Introversion, social awkwardness.

Insight learned:

As the results showed – the problem of isolation among University of Toronto students is present – most students do not belong to communities due to the lack of time, social awkwardness or both. In order to reach out to students with social anxiety or shyness, in our app we will use good visual design and emphasis on a stronger sense of connection among members to enforce students become closer to their peers. From the data collected, we can see that the ability to communicate with people, easy navigation, clean and modern look are the main requirements for a good social media application nowadays. Uses them as a base, we will add other features like the ability to find common programs and courses being taken among students, to help our peers find the people to hang out with, study and simply enjoy the time together.

Help us build an app that you will enjoy using to find communities.

By continuing with the survey, you consent to be a participant in the survey, agree to the following terms and will be equivalent to your signature.

I hereby consent to participate in a research study conducted by Dennis Markovchyn, Utkarsh Agarwal, Kevin Huang, Roshan Ravishankar and Ryan Young for an assignment in University of Toronto Computer Science course CSC318

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Other:

The procedures to be used is a questionnaire form.

I will receive no compensation for my participation.

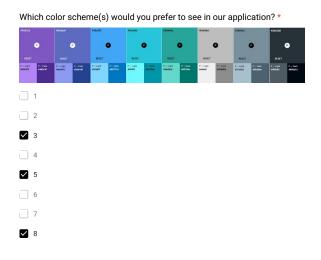
I am free to withdraw before or any time during the study without the need to give any explanation.

All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

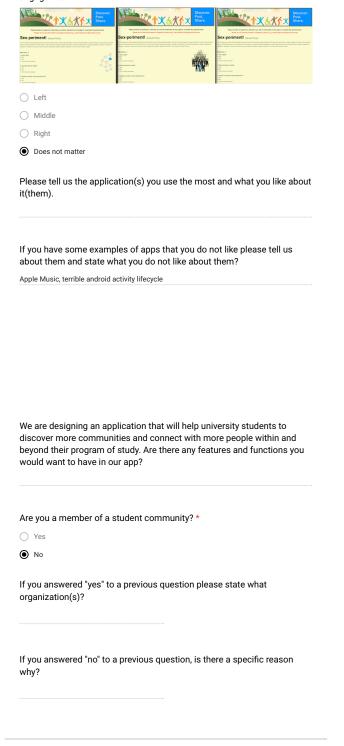
What is your first and last name? *	
Meirbek zeinulla	
What is your gender? *	
○ Female	
Male	
Prefer not to say	

wnat is your of	oinion on	virtuai a	ssistants	ın appııc	ations?	*
0	0					
	1	2	3	4	5	
Not at all useful	•	0	0	0	0	Extremely usefu
How important	is landso	cape viev	v in socia	ıl media a	applicati	ons?*
	1	2	3	4	5	
Not at all important	0	•	0	0	0	Extremely important

Wh	at program are you in? *
◉	Computer Science
\bigcirc	Humanities
\bigcirc	Life Science
\circ	Mathematical and Physical Science
0	Rotman Commerce
0	Social Science
0	Other:
Wh	
Wh	at year are you in? *
0	1st
◉	2nd
0	3rd
\bigcirc	4th
0	Other:
	you prefer infinite scroll or pagination? * nation is a user interface pattern that divides content into separate pages.
0	Infinite scroll
•	Pagination



The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *



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information will not be associated with the data.

What is your first	and last name?
Ribhav Kapur	
What is your gend	der?*
Female	401 .
Male	
O Prefer not to say	
Other:	

What program are you in? *
Computer Science
Humanities
○ Life Science
Mathematical and Physical Science
O Rotman Commerce
○ Social Science
Other:
What year are you in? *
○ 1st
2nd
○ 3rd
O 4th
Other:
Do you prefer infinite scroll or pagination? * Pagination is a user interface pattern that divides content into separate pages.
Infinite scroll
Pagination

What is your opinion on virtual assistants in applications? * The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? * Not at all useful Extremely useful How important is landscape view in social media applications? * ○ Left O Middle 2 5 O Right • Does not matter important important Please tell us the application(s) you use the most and what you like about it(them) Instragram FB WhatsApp. Just connectivity honestly If you have some examples of apps that you do not like please tell us about them and state what you do not like about them? Twitter. Just dislike the concept itself. From a design perspective, apps that look like they haven't been updated in a while and have the "iOS 6" look are not nice to look at Which color scheme(s) would you prefer to see in our application? * We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you $\,$ would want to have in our app? As long as you have a proper personal profile page with links to social media it should be **V** 1 _ 2 Are you a member of a student community? * □ 3 Yes O No _ 4 5 If you answered "yes" to a previous question please state what 6 organization(s)? □ 7 RSX □ 8 If you answered "no" to a previous question, is there a specific reason why? This content is neither created nor endorsed by Google. Google Forms

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Other:

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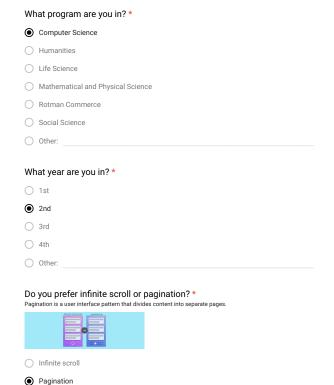
I will receive no compensation for my participation.

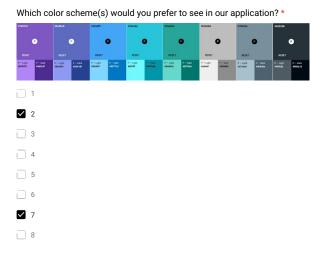
I am free to withdraw before or any time during the study without the need to give any explanation.

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What is your first and last name? *
Winnie Xu
What is your gender? *
Female
○ Male
O Prefer not to say

what is your opinion on virtual assistants in applications? *						
0 0	0					
	1	2	3	4	5	
Not at all useful	0	0	•	0	0	Extremely useful
How important	is lands	cape viev	v in socia	ıl media a	pplicati	ons? *
	1	2	3	4	5	
Not at all important	0	0	0	•	0	Extremely important





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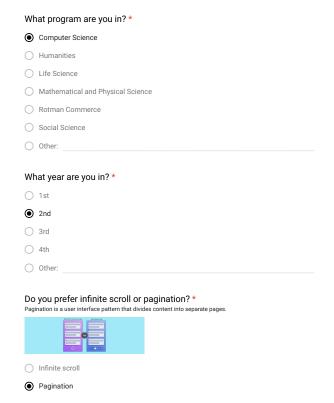
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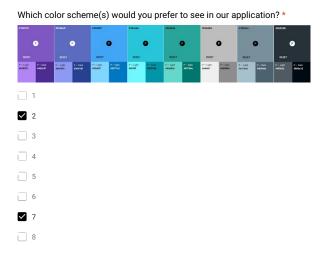
All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

W	hat is your first and last name? *
Wi	nnie Xu
W	hat is your gender? *
•	Female
0	Male
0	Prefer not to say
0	Other:

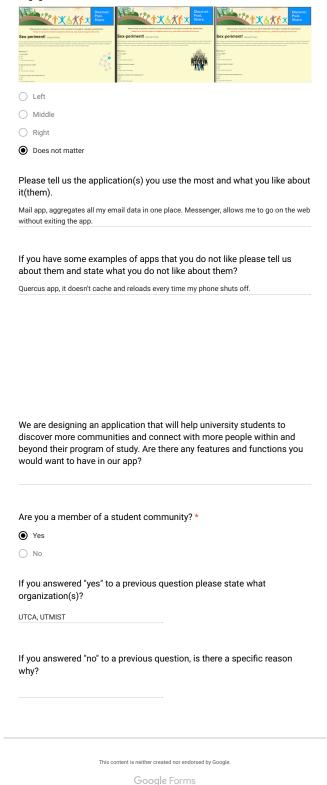
0	0					
	1	2	3	4	5	
Not at all useful	\circ	\circ	•	0	\circ	Extremely useful
How important	is landso	cape viev	v in socia	al media a	pplicati	ons?*
	1	2	3	4	5	
Not at all important	0	0	0	•	0	Extremely important

Timat to your opinion on thitual addictante in approacione.





The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *



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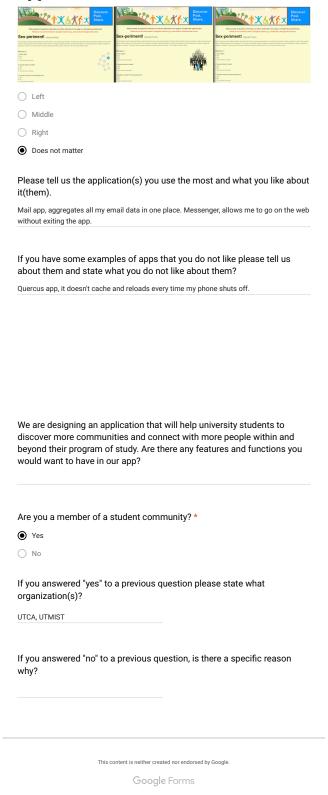
All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

	nat is your first and last name? *
Wh	nat is your gender? *
•	Female
\circ	Male
\circ	Prefer not to say
\circ	Other:

What program are you in? *
Ocomputer Science
O Humanities
○ Life Science
Mathematical and Physical Science
O Rotman Commerce
○ Social Science
Other: Statistical Sciences
What year are you in? *
○ 1st
O 2nd
3rd
○ 4th
Other:
Do you prefer infinite scroll or pagination? * Pagination is a user interface pattern that divides content into separate pages.
Infinite scroll

Pagination

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information will not be associated	with the data.
What is your first and la	ast name? *
Janet Wang	
What is your gender? *	
Female	
O Male	
O Prefer not to say	
Other:	

What program are you in? *
Ocomputer Science
O Humanities
○ Life Science
Mathematical and Physical Science
O Rotman Commerce
○ Social Science
Other: Statistical Sciences
What year are you in? *
○ 1st
O 2nd
3rd
O 4th
Other:
Do you prefer infinite scroll or pagination? * Pagination is a user interface pattern that divides content into separate pages.
agination is a user interface pattern that divides content into separate pages.
Infinite scroll
Pagination

What is your opinion on virtual assistants in applications? * 5 engage with? * Not at all useful • Extremely useful How important is landscape view in social media applications? * ○ Left O Middle 5 Right Not at all Extremely • Does not matter important

Which color scheme(s) would you prefer to see in our application? *

✓ 2

3

4

_ 5

___6

□ 7

8

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with?*



Please tell us the application(s) you use the most and what you like about it(them).

I use Google Calendar a lot! It's beyond the obvious utility as a time management app, it is extremely useful with a clean and utilitarian design.

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

I use Libby to borrow ebooks from the library, which doesn't offer an infinite scroll style of reading books, which is weirdly annoying to me. I also don't like that the margins for reading are very wide (i.e. doesn't use up all the screen real estate, leaving a lot of white space.)

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Chat function! Or community forum style of posting!

Are you a member of a student community? *

YesNo

If you answered "yes" to a previous question please state what organization(s)?

Cognitive science and artificial intelligence students' association (CASA)

If you answered "no" to a previous question, is there a specific reason why?

What program are you in? * This content is neither created nor endorsed by Google. Ocomputer Science Google Forms Humanities O Life Science Mathematical and Physical Science O Rotman Commerce O Social Science Other: Life Science + Comp Sci What year are you in? * 1st O 2nd 3rd O 4th Other: Do you prefer infinite scroll or pagination? *
Pagination is a user interface pattern that divides content into separate pages. Infinite scroll

Pagination

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What is your first and last name? *
Stella Leo
What is your gender? *
● Female
○ Male
○ Prefer not to say
Other:

What is your op	oinion on	virtual as	ssistants	in applic	ations?	*
0	0					
	1	2	3	4	5	
Not at all useful	0	0	•	0	0	Extremely usef
How important	is lands	cape viev	v in socia	ıl media a	pplicati	ons?*
	1	2	3	4	5	
Not at all important	0	•	0	0	0	Extremely important

2 2 3 **✓** 5 6 7

Which color scheme(s) would you prefer to see in our application? *

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *



O Left

8

Middle

O Right

Please tell us the application(s) you use the most and what you like about

Instagram - photos!, Facebook - everyone has it so it acts as an address book, WhatsApp easy to share large media files

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Snapchat - uses a lot of data, browsers that don't reformat pages to a phone screen properly

discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app? Find common programs and courses being taken Are you a member of a student community? * O Yes No If you answered "yes" to a previous question please state what organization(s)? If you answered "no" to a previous question, is there a specific reason why? Commuter, not much time This content is neither created nor endorsed by Google Google Forms

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What is your first and last name? *

Brandon Tiu

What is your gender? *

O Female

Male

O Prefer not to say

Other:

	Which color scheme(s) would you prefer to see in our application?
Computer Science	
Humanities	MORT MOST AND MINT MOST ADDIT
Life Science	
Mathematical and Physical Science	□ 1
Rotman Commerce	□ 2
Social Science	_
Other:	_ 3
	_ 4
What year are you in? *	_ 5
) 1st	_ 6
2 2nd	7
3rd	₩ 8
○ 4th	
Other: Oo you prefer infinite scroll or pagination? * agination is a user interface pattern that divides content into separate pages.	
Oo you prefer infinite scroll or pagination? * Pagination is a user interface pattern that divides content into separate pages. Infinite scroll	
Do you prefer infinite scroll or pagination? * agination is a user interface pattern that divides content into separate pages.	

Extremely useful

Extremely

5

◉

Not at all useful

Not at all

important

How important is landscape view in social media applications? *

3

ictures show the survey from the Sexual Health forum. Such support groups depend on participant self-disclosure for their the sensitive nature of personal health concerns raises erns that may constrain what users are willing to reveal. If risit this site which web page would you be more likely to



O Middle Right

Please tell us the application(s) you use the most and what you like about it(them).

Reddit, night mode

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Fucking top hat, having to pay for access

We are designing an application that will help university students to	What program are you in? *
discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you	Computer Science
would want to have in our app?	Humanities
Dating feature	○ Life Science
	Mathematical and Physical Science
Are you a member of a student community? *	Rotman Commerce
○ Yes	○ Social Science
No	Other:
If you answered "yes" to a previous question please state what	What year are you in? *
organization(s)?	○ 1st
	2nd
	○ 3rd
If you answered "no" to a previous question, is there a specific reason	○ 4th
why?	Other:
Introverted	
	Do you prefer infinite scroll or pagination? * Pagination is a user interface pattern that divides content into separate pages.
This content is neither created nor endorsed by Google.	
Google Forms	○ Infinite scroll
	Pagination
	What is your opinion on virtual assistants in applications?*
Help us build an app that you will enjoy	
using to find communities.	
By continuing with the survey, you consent to be a participant in the survey, agree to the following terms and will be equivalent to your signature.	1 2 3 4 5
I hereby consent to participate in a research study conducted by Dennis Markovchyn, Utkarsh Agarwal, Kevin Huang, Roshan Ravishankar and Ryan Young for an assignment in University of Toronto Computer Science course CSC318	Not at all useful Comparison of the Extremely useful Extremely useful Output Description of the Extremely Output De
I agree to participate in this study the purpose of which is to find the relationship between increased visitor engagement by good experience design and a heightened sense of community. I understand that:	How important is landscape view in social media applications?*
The procedures to be used is a questionnaire form. I will receive no compensation for my participation. I am free to withdraw before or any time during the study without the need to give any explanation. All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.	

What is your first and last name? *

Jackie Huang

Female

Male

Prefer not to say

Other:

What is your gender? *

_ 2 ___3 _ 4 **✓** 5 6 7

Which color scheme(s) would you prefer to see in our application? *

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *



O Left

8

O Middle

O Right

Does not matter

Please tell us the application(s) you use the most and what you like about

I like Instagram's use of infinite scroll for photos and pagnation for categories of photos and

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app? Are you a member of a student community? * O Yes No If you answered "yes" to a previous question please state what organization(s)? If you answered "no" to a previous question, is there a specific reason $% \left\{ 1\right\} =\left\{ 1\right\} =\left\{$ This content is neither created nor endorsed by Google Google Forms

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What is your first and last name? *

Dora Szarics

What is your gender? *

Female

O Male

O Prefer not to say

Other:

What pro	
	gram are you in? *
Comp	uter Science
) Huma	ities
Life So	ience
_ Mathe	matical and Physical Science
Rotma	n Commerce
Social	Science
Other:	
What ve	r are you in? *
1st	r die you iii:
2nd	
3rd	
• 4th	
•	
Do you p	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.
Do you p	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.
Do you p Pagination is	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.
Do you p Pagination is	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.
Do you p Pagination is	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.
Do you p Pagination is	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.
Do you p Pagination is	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.
Do you p Pagination is	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.
Do you p Pagination is Infinite Pagina	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages. **Scroll** **Title
Do you p Pagination is Infinite Pagina	refer infinite scroll or pagination? * a user interface pattern that divides content into separate pages.

Which color scheme(s) would you prefer to see in our application? *

#7#57c2		FSc6bc0		#424585		#26c66s		#25a69a		Hodbdbd		#709094		#263238	
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Y 1															
2															

_ 5 ____6

_ 7

___ 8



Extremely useful

How important is landscape view in social media applications? *

2



5 Not at all Extremely ◉ important

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *



○ Left

O Middle

O Right

Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Facebook because can scroll endlessly and see many different things

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Pretty much anything that is slow

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?	What program are you in? * Computer Science Humanities
Be able to access multiple aspects at once	○ Life Science
	Mathematical and Physical Science
Are you a member of a student community? *	Rotman Commerce
○ Yes	○ Social Science
● No	Other:
If you answered "yes" to a previous question please state what organization(s)?	What year are you in? * 1st 2nd
	3rd
If you are your and "no" to a respicious properties in the constitution of the constit	() 4th
If you answered "no" to a previous question, is there a specific reason why?	Other:
Involved elsewhere	
This content is neither created nor endorsed by Google. Google Forms	Do you prefer infinite scroll or pagination? * Pagination is a user interface pattern that divides content into separate pages. Infinite scroll Pagination
Help us build an app that you will enjoy using to find communities.	What is your opinion on virtual assistants in applications? *
By continuing with the survey, you consent to be a participant in the survey, agree to the following terms and will be equivalent to your signature.	1 2 3 4 5
I hereby consent to participate in a research study conducted by Dennis Markovchyn, Utkarsh Agarwal, Kevin Huang, Roshan Ravishankar and Ryan Young for an assignment in University of Toronto Computer Science course CSC318 The Design of Interactive Computational Media.	Not at all useful
I agree to participate in this study the purpose of which is to find the relationship between increased visitor engagement by good experience design and a heightened sense of community. I understand that:	How important is landscape view in social media applications? *
The procedures to be used is a questionnaire form. I will receive no compensation for my participation. I am free to withdraw before or any time during the study without the need to give any explanation. All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.	

Not at all

important

What is your first and last name? *

Jamal Vaninov

Female

Male

Prefer not to say

Other:

What is your gender? *

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Extremely important

| Parish | P

Which color scheme(s) would you prefer to see in our application? *

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to engage with? *



○ Left

✓ 8

O Middle

Right

Does not matter

Please tell us the application(s) you use the most and what you like about it(them).

Instagram - very easy to navigate

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

We are designing an application that will help university students to discover more communities and connect with more people within and beyond their program of study. Are there any features and functions you would want to have in our app?

Messenger

Are you a men	ber of a student community? *
○ Yes	
● No	
If you answere organization(s	d "yes" to a previous question please state what)?
If you answere why?	d "no" to a previous question, is there a specific reason
Short on time	
	This content is neither created nor endorsed by Google.
	Google Forms
Help us	ouild an app that you will enjoy
•	build an app that you will enjoy find communities.
using to	find communities. survey, you consent to be a participant in the survey, agree to the following terms and w
By continuing with the be equivalent to your solution. I hereby consent to particularly, Roshan Ravish	find communities. survey, you consent to be a participant in the survey, agree to the following terms and w
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By continuing with the be equivalent to your st. I hereby consent to pa Huang, Roshan Ravist course CSC318 The D I agree to participate i engagement by good. I understand that: The procedures to be I will receive no comp	find communities. survey, you consent to be a participant in the survey, agree to the following terms and w ignature. rticipate in a research study conducted by Dennis Markovchyn, Utkarsh Agarwal, Kevin ankar and Ryan Young for an assignment in University of Toronto Computer Science seign of Interactive Computational Media. In this study the purpose of which is to find the relationship between increased visitor
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By continuing with the be equivalent to your so thus possible to your so than a construction of the source CSC318 The D lagree to participate in engagement by good lunderstand that: The procedures to be I will receive no comple am free to withdraw All materials and resu information will not be what is your fi	survey, you consent to be a participant in the survey, agree to the following terms and w ignature. tricipate in a research study conducted by Dennis Markovchyn, Utkarsh Agarwal, Kevin ankar and Ryan Young for an assignment in University of Toronto Computer Science esign of Interactive Computational Media. this study the purpose of which is to find the relationship between increased visitor experience design and a heightened sense of community. used is a questionnaire form. mesation for my participation. efforce or any time during the study without the need to give any explanation. ts will be kept confidential, and, in particular, that my name and any identifying or identifications associated with the data.

Other:

What program are you in? *
Ocomputer Science
O Humanities
○ Life Science
Mathematical and Physical Science
O Rotman Commerce
Social Science
Other:
Whaterson
What year are you in? *
1st
2nd
○ 3rd
O 4th
Other:
Do you prefer infinite scroll or pagination? *
Pagination is a user interface pattern that divides content into separate pages.
Infinite scroll
O Pagination
What is your opinion on virtual assistants in applications? $\ensuremath{^*}$

How important is landscape view in social media applications? *

•

2

Not at all

important

Final Final

Which color scheme(s) would you prefer to see in our application? *

The below pictures show the survey from the Sexual Health forum. Such forums and support groups depend on participant self-disclosure for their success, but the sensitive nature of personal health concerns raises privacy concerns that may constrain what users are willing to reveal. If you were to visit this site which web page would you be more likely to

Extremely useful

Extremely

important

5

7 8

engage with? *



Left
 Middle
 Right

Please tell us the application(s) you use the most and what you like about it(them).

Wechat, magical app with almost everything I need. You can subscribe to cool articles, talk to your friends, post stuffs(sth like fb), pay for stuffs, even invest. All in one app

If you have some examples of apps that you do not like please tell us about them and state what you do not like about them?

Facebook messenger, app only exist to talk to people, useless, why can't I just use my phone message?

beyond their program of study. Are there any features and would want to have in our app?	d functions you
Location sharing (like in snapchat)	
Are you a member of a student community? *	
○ Yes	
● No	
If you answered "yes" to a previous question please state organization(s)?	what
If you answered "no" to a previous question, is there a spe why?	ecific reason
Socially awkward, lazy	

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