

Questionnaire: Analysis of Influencing Factors of Social Network Site Quality

1. Compared to the **visual presentation**, you think the **content** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
2. Compared to the **usability**, you think the **content** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
3. Compared to the **subjective feeling** (e.g., safety, respect, pleasurable), you think the **content** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
4. Compared to the **interactivity**, you think the **content** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
5. Compared to the **usability**, you think the **visual presentation** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
6. Compared to the **subjective feeling** (e.g., safety, respect, pleasurable), you think the **visual presentation** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
7. Compared to the **interactivity**, you think the **visual presentation** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
8. Compared to the **subjective feeling** (e.g., safety, respect, pleasurable), you think the **usability** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
9. Compared to the **interactivity**, you think the **usability** of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important
10. Compared to the **interactivity**, you think the **subjective feeling** (e.g., safety, respect, pleasurable) of a social network site is
very unimportant ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 very important