**Harkive Music Listening Survey Questions**

Full list of Harkive Music Listening Survey Questions, with brief explanations of questions and types of responses (where applicable)

***Section 1: About You***

* First Name
* Surname
* Gender (Q1)
* Age (Q2)
* Email
* Town (Q3)
* Country (Q4)

***Section 2: Harkive Stories***

* Have you submitted a story to Harkive, either in 2016 or previously? (Q5)

NB: Respondents answering No are taken to Section 3. Those answering Yes are asked the following:

* What method did you use?

NB: If respondents selected Twitter, Instagram, or Tumblr, they are asked to provide usernames.

***Section 3: General Music Listening***

Participants were asked to provide information about their everyday music listening by responding to Likert scale questions. The first of these pertained to regularity of their use of seven different formats/services/modes of listening, ranging from Never to Daily on a 7 point scale:

* Q6 - MP3/Digital Files
* Q7 - Streaming (Spotify, YouTube, Soundcloud, etc.)
* Q8 - Radio (incl. Online, Analogue, Catch-up)
* Q9 - Podcasts (incl. Mixcloud, etc.)
* Q10 - Physical Formats (CD, Vinyl, Tape, etc.)
* Q11 - Live Music
* Q12 - Performing/Making Music

Then which of the above methods were their:

* Q13 - Favourite method of listening
* Q14 - Least favourite method of listening

Motivations for selecting formats above were rated from Not Important to Very Important along a 7-point scale

* Q16 - Convenience
* Q17 - Cost
* Q18 - Portability
* Q19 - Sociability/Sharing
* Q20 - Sound Quality
* Q21 - Collectability
* Q22 - Exclusivity/Rarity

Level of engagement with music, the regularity of the following were rated from Never to Daily along a 7-point scale

* Q23 – Days when I listen to no music at all occur..
* Q24 – Days when I listen for less than 1 hour
* Q25 - 1-2 hours
* Q26 - 3-5 hours
* Q27 - More than 5 hours

Use of formats in the following situations, 7-point Likert scale ranging from Never to Daily

* Q28 - To Relax/wind down
* Q29 - Whilst doing something else (exercise, cooking, etc.)
* Q30 - Whilst working
* Q31 - Whilst driving/commuting
* Q32 - During social occasions (parties, socializing with friends)
* Q33 - I remember a song and will seek it out to play it
* Q34- I play some music as pure background/sonic wallpaper
* Q35 - When I am somewhere and cannot control the choice of music (a café, workplace, etc.)
* Q36 - When I’m alone
* Q37 - When I’m with others
* Q38 - To reminisce (remember someone/somewhere)
* Q39 - To listen to something new
* Q40 - To listen to something familiar
* Q41 - A song will pop into my head, or get ‘stuck’ in my mind

7-point Likert scale rating important of music in these situations, from Not Important At All to Very Important

* Q42 - To Relax/wind down
* Q43 - Whilst doing something else (exercise, cooking, etc.)
* Q44 - Whilst working
* Q45 - Whilst driving/commuting
* Q46 - During social occasions (parties, socializing with friends)
* Q47 - When I’m alone
* Q48 - To reminisce (remember someone/somewhere)

***Section 4: Technology and Formats***

7-point scale ranging from Strongly Disagree to Strongly Agree.

* Q48 - I almost always carry a portable music device (e.g. MP3 Player, SmartPhone)
* Q49 - My music listening habits have changed considerably in the last 10 years
* Q50 - The experience of listening to Physical formats (vinyl, CD) is different to Digital formats (streams, MP3s)
* Q51 - The experience of listening to Physical formats (vinyl, CD) is better than listening via Digital formats (streams, MP3s)
* Q52 - Digital Music Technologies (streaming services, MP3 stores, etc.) enhance my enjoyment of listening to music
* Q53 - Being able to easily find out additional information online (videos, band websites, biographies, reviews, etc.) is important to my enjoyment of music
* Q54 - I like to try new digital music services when they are first launched
* Q55 - It's important to me that I'm using the most up to date music services and devices
* Q56 - I listen to more music now than in the past because of digital technologies
* Q57 - Whether a format is physical or digital has no effect on my level of enjoyment when listening to music
* Q58 - Having access to more music, and more information, means I listen to a wider variety of music than I did previously
* Q59 - The currently available mix of digital and physical listening methods are perfectly suited to my needs

***Section 5: Data, Privacy, Identity and Ownership***

7-point Likert Scale ranging from Strongly Agree to Strongly Disagree

* Q60 - I am aware that data can be collected by companies/organisations about my online activity (e.g. web browsing, music listening, social media posts)
* Q62 - Data collection by companies/organisations about my online activity (e.g. web browsing, social media activity, music listening) is an invasion of my privacy
* Q63 - I always ensure that the privacy settings of my online services and social network accounts are set to the maximum possible settings
* Q64 - Sharing details of my music listening online (e.g. on social networks) is an important element of my enjoyment of music
* Q65 - I would like to have access to the data collected about me by companies and organisations
* Q66 - I would like to know more about how the data that is collected about me is used
* Q67 - The data collected about me is a necessary part of the exchange involved when I use certain online services
* Q68 - Data collection helps companies improve their services in ways that are beneficial to me
* Q69 - Were I to be given access to it, I feel I have sufficient technical knowledge to make sense of the data collected about me
* Q70 - I feel my 'digital self' is a close representation of my real-world self
* Q71 - My online playlists (e.g. in streaming services) are part of my wider music collection
* Q72 - I feel the same sense of ownership over my digital files and playlists as I do with my physical collection
* Q73 - I feel emotionally connected to my online/digital music collection in the same way as I do with my physical (CD, vinyl) collection
* Q74 - The data I generate about myself (e.g. when browsing, purchasing or listening online) is given over voluntarily
* Q75 - I trust that companies and organisations that collect data about me will keep it secure

***Section 6: Recommendation and Discovery***

7-point Likert scale ranging from Strongly Agree to Strongly Disagree

* Q76 - I often recommend music to my friends
* Q77 - I often have music recommended to me by friends online (via social media, email, etc.)
* Q78 - I often have music recommended to my by friends offline (face-to-face, social situations, etc.)
* Q79 - I seek out new music (through radio, print and online media)
* Q80 - I often listen to music recommended to me by online services
* Q81 - The online/automatic recommendations are often better than those I receive from friends
* Q82 - With so much music to choose from, I sometimes find it difficult to make a choice of what to listen to
* Q83 - I tend to stick with music that I already know
* Q84 - I find it easy to discover new music that I like without assistance
* Q85 - I am surprised by how accurately online music service recommendations reflect my taste
* Q86 - My online listening and browsing influences the type of music I am recommended by online services
* Q87 - Automatic recommendation systems are useful to my experience as a music listener
* Q88 - I sometimes engage in 'private' online listening so that my choices are not recorded
* Q89 - When I recommend a song to friends, I am helping to promote the band/artist
* Q90 - Having elements of my musical taste displayed online (e.g. in a shared playlist, or a link I post online) is important to me