

# Customer Data Analytics Survey

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## Start of Block: Questions on Usage of Facebook

Hi there! Thank you for agreeing to take part in this study to understand the application of gamification in social media. This is a very simple survey and should only take 3-4 minutes to complete. This survey is purely for academic research purposes so be rest assured that all answers you provide will be kept in strictly confidential.

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Q1 Which of the following social media websites have you used before? (Mark all that apply)

- ☐ Instagram (1)
  - ☐ Facebook (2)
  - ☐ Twitter (3)
  - ☐ LinkedIn (4)
  - ☐ Pinterest (5)
  - ☐ Snapchat (6)
  - ☐ Other (7)
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Q2 On an average, how frequently do you use Facebook?

- ☐ Less than Once a Month (1)
  - ☐ 3 to 5 times a Month (2)
  - ☐ 3 to 5 times a week (3)
  - ☐ 3 to 5 times a day (4)
  - ☐ I am on Facebook all the time! (5)
  - ☐ I do not use Facebook at all (6)
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Q4 When are you most likely to post anything on Facebook? Please mark all that apply to you.

- ☐ Morning (1)
  - ☐ Afternoon (2)
  - ☐ Evening (3)
  - ☐ Night (4)
  - ☐ Any time: I post randomly whenever I feel like (5)
  - ☐ Any time: I post usually only when I am out (6)
  - ☐ I do not post at all (7)
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Q3 Approximately, how many friends do you have on Facebook?

- ☐ Less than 100 friends (1)
  - ☐ 101 to 300 friends (2)
  - ☐ 301 to 500 friends (3)
  - ☐ 501 to 1000 friends (4)
  - ☐ 1001 to 2000 friends (5)
  - ☐ Above 2000 friends (6)
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Q5 How often on Facebook do you..

	Once in Few months (1)	3 to 5 times a Month (2)	3 to 5 times a Week (3)	Daily (4)	3 to 5 times a Day (5)	I do not use this (6)
Update your profile picture (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Update your cover photo (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upload a photo/video (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upload a story of a place you visited (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RSVP/ Click on Interested for events (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Check-In to places you visit (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post a status (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Post a status on Facebook Stories (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tag a friend in a Meme/Post (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get tagged by friends in a Meme/ Post (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play Games on Facebook (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q6 To your best knowledge how do you allocate your time on Facebook?  
(Use the slider to note the percentage of your time spent) [Total needs to be 100]

- \_\_\_\_\_ Interacting with Friends (chatting/tagging) (1)
- \_\_\_\_\_ Scrolling through old pictures/ albums (2)
- \_\_\_\_\_ Looking at curated content (brands, blog posts, etc.) (3)
- \_\_\_\_\_ Playing Facebook games (4)
- \_\_\_\_\_ Networking (5)
- \_\_\_\_\_ Random Scrolling through your wall (6)

End of Block: Questions on Useage of Facebook

Start of Block: Questions on Psychology

Q7 Please indicate the extent of your agreement/disagreement with the following statement.  
"When I play games in general..."

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I find myself trying to be at the top of the leader-boards (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer playing multiplayer games (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I switch between several games (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I set the difficulty level to high (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Please indicate the extent of your agreement/disagreement with the following statements.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
It is important for me to have my own personal space (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to spend time with my friends and family (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to know what is happening around me (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take an effort to look good on social media (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q13 What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Other (3)
- ☐ I prefer not to answer (4)
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Q14 Which category below includes your age?

- ☐ 17 or younger (1)
  - ☐ 18- 25 (2)
  - ☐ 26 - 35 (3)
  - ☐ 36 - 45 (4)
  - ☐ 45 or older (5)
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Q15 Which of the following categories best describe your employment status?

- ☐ Working full-time (1)
  - ☐ Working part-time (2)
  - ☐ Student (3)
  - ☐ Retired (4)
  - ☐ Not employed, looking for work (5)
  - ☐ None of the above (6)
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Q16 What is the highest level of school you have completed?

- ☐ High school level degree or Equivalent (1)
  - ☐ Bachelor level degree (2)
  - ☐ Masters level degree (3)
  - ☐ PhD level degree (4)
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Q18 What is your annual income?

- ☐ N/A or Less than \$10,000 (1)
- ☐ \$10,000 - \$25,000 (2)
- ☐ \$26,000 - \$50,000 (3)
- ☐ \$51,000 - \$75,000 (4)
- ☐ \$76,000 - \$100,000 (5)
- ☐ More than \$100,000 (6)

End of Block: Questions on Psychology

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