

Website Content Perception Survey: Rating Agreement with Descriptions via Screenshots

This survey consists of four parts:

- 1. Personal Information:** You must provide some generic information about yourself.
- 2. Rating of Screenshots:** You will be shown screenshots of several websites, alongside a specific sentence. You need to rate how much you agree with the sentences which describe the intended purpose of the website (spend 10-15 seconds for each screenshot)
- 3. Explanation of the Rating:** You are asked to briefly motivate the choices you made for the previous part (spend no more than 1 minute per question)
- 4. Closing question:** You are asked one last question (max 1 minute)

Parts 2 and 3 have 20 questions each. The survey will take a **around 30 minutes** to complete.

* Indicates required question

Unbenannter Abschnitt

Personal Information

Please answer the following questions, all asking for non personal identifiable information.

Your data will be treated confidentially and anonymised.

1. What is your age? *
- (To participate in the survey you need to be at least 16 years old)

Mark only one oval.

- ☐ younger than 16
- ☐ 16-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-65
- ☐ 65+

2. Where are you from (country of residence)? *

Mark only one oval.

- ☐ Afghanistan
- ☐ Akrotiri
- ☐ Albania
- ☐ Algeria
- ☐ American Samoa
- ☐ Andorra
- ☐ Angola
- ☐ Anguilla
- ☐ Antarctica
- ☐ Antigua and Barbuda
- ☐ Argentina
- ☐ Armenia
- ☐ Aruba
- ☐ Ashmore and Cartier Islands
- ☐ Australia
- ☐ Austria
- ☐ Azerbaijan
- ☐ Bahamas, The
- ☐ Bahrain
- ☐ Bangladesh
- ☐ Barbados
- ☐ Bassas da India
- ☐ Belarus
- ☐ Belgium
- ☐ Belize
- ☐ Benin
- ☐ Bermuda
- ☐ Bhutan
- ☐ Bolivia
- ☐ Bosnia and Herzegovina
- ☐ Botswana
- ☐ Bouvet Island
- ☐ Brazil
- ☐ British Indian Ocean Territory
- ☐ British Virgin Islands
- ☐ Brunei
- ☐ Bulgaria
- ☐ Burkina Faso
- ☐ Burma
- ☐ Burundi
- ☐ Cambodia
- ☐ Cameroon
- ☐ Canada
- ☐ Cape Verde
- ☐ Cayman Islands
- ☐ Central African Republic
- ☐ Chad
- ☐ Chile
- ☐ China
- ☐ Christmas Island
- ☐ Clipperton Island
- ☐ Cocos (Keeling) Islands

- ☐ Colombia
- ☐ Comoros
- ☐ Congo, Democratic Republic of the
- ☐ Congo, Republic of the
- ☐ Cook Islands
- ☐ Coral Sea Islands
- ☐ Costa Rica
- ☐ Cote d'Ivoire
- ☐ Croatia
- ☐ Cuba
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ Dhekelia
- ☐ Djibouti
- ☐ Dominica
- ☐ Dominican Republic
- ☐ Ecuador
- ☐ Egypt
- ☐ El Salvador
- ☐ Equatorial Guinea
- ☐ Eritrea
- ☐ Estonia
- ☐ Ethiopia
- ☐ Europa Island
- ☐ Falkland Islands (Islas Malvinas)
- ☐ Faroe Islands
- ☐ Fiji
- ☐ Finland
- ☐ France
- ☐ French Guiana
- ☐ French Polynesia
- ☐ French Southern and Antarctic Lands
- ☐ Gabon
- ☐ Gambia, The
- ☐ Gaza Strip
- ☐ Georgia
- ☐ Germany
- ☐ Ghana
- ☐ Gibraltar
- ☐ Glorioso Islands
- ☐ Greece
- ☐ Greenland
- ☐ Grenada
- ☐ Guadeloupe
- ☐ Guam
- ☐ Guatemala
- ☐ Guernsey
- ☐ Guinea
- ☐ Guinea-Bissau
- ☐ Guyana
- ☐ Haiti
- ☐ Heard Island and McDonald Islands
- ☐ Holy See (Vatican City)

- ☐ Honduras
- ☐ Hong Kong
- ☐ Hungary
- ☐ Iceland
- ☐ India
- ☐ Indonesia
- ☐ Iran
- ☐ Iraq
- ☐ Ireland
- ☐ Isle of Man
- ☐ Israel
- ☐ Italy
- ☐ Jamaica
- ☐ Jan Mayen
- ☐ Japan
- ☐ Jersey
- ☐ Jordan
- ☐ Juan de Nova Island
- ☐ Kazakhstan
- ☐ Kenya
- ☐ Kiribati
- ☐ Korea, North
- ☐ Korea, South
- ☐ Kuwait
- ☐ Kyrgyzstan
- ☐ Laos
- ☐ Latvia
- ☐ Lebanon
- ☐ Lesotho
- ☐ Liberia
- ☐ Libya
- ☐ Liechtenstein
- ☐ Lithuania
- ☐ Luxembourg
- ☐ Macau
- ☐ Macedonia
- ☐ Madagascar
- ☐ Malawi
- ☐ Malaysia
- ☐ Maldives
- ☐ Mali
- ☐ Malta
- ☐ Marshall Islands
- ☐ Martinique
- ☐ Mauritania
- ☐ Mauritius
- ☐ Mayotte
- ☐ Mexico
- ☐ Micronesia, Federated States of
- ☐ Moldova
- ☐ Monaco
- ☐ Mongolia
- ☐ Montenegro
- ☐ Montserrat

- ☐ Morocco
- ☐ Mozambique
- ☐ Namibia
- ☐ Nauru
- ☐ Navassa Island
- ☐ Nepal
- ☐ Netherlands
- ☐ Netherlands Antilles
- ☐ New Caledonia
- ☐ New Zealand
- ☐ Nicaragua
- ☐ Niger
- ☐ Nigeria
- ☐ Niue
- ☐ Norfolk Island
- ☐ Northern Mariana Islands
- ☐ Norway
- ☐ Oman
- ☐ Pakistan
- ☐ Palau
- ☐ Panama
- ☐ Papua New Guinea
- ☐ Paracel Islands
- ☐ Paraguay
- ☐ Peru
- ☐ Philippines
- ☐ Pitcairn Islands
- ☐ Poland
- ☐ Portugal
- ☐ Puerto Rico
- ☐ Qatar
- ☐ Reunion
- ☐ Romania
- ☐ Russia
- ☐ Rwanda
- ☐ Saint Helena
- ☐ Saint Kitts and Nevis
- ☐ Saint Lucia
- ☐ Saint Pierre and Miquelon
- ☐ Saint Vincent and the Grenadines
- ☐ Samoa
- ☐ San Marino
- ☐ Sao Tome and Principe
- ☐ Saudi Arabia
- ☐ Senegal
- ☐ Serbia
- ☐ Seychelles
- ☐ Sierra Leone
- ☐ Singapore
- ☐ Slovakia
- ☐ Slovenia
- ☐ Solomon Islands
- ☐ Somalia
- ☐ South Africa

- ☐ South Georgia and the South Sandwich Islands
- ☐ Spain
- ☐ Spratly Islands
- ☐ Sri Lanka
- ☐ Sudan
- ☐ Suriname
- ☐ Svalbard
- ☐ Swaziland
- ☐ Sweden
- ☐ Switzerland
- ☐ Syria
- ☐ Taiwan
- ☐ Tajikistan
- ☐ Tanzania
- ☐ Thailand
- ☐ Timor-Leste
- ☐ Togo
- ☐ Tokelau
- ☐ Tonga
- ☐ Trinidad and Tobago
- ☐ Tromelin Island
- ☐ Tunisia
- ☐ Turkey
- ☐ Turkmenistan
- ☐ Turks and Caicos Islands
- ☐ Tuvalu
- ☐ Uganda
- ☐ Ukraine
- ☐ United Arab Emirates
- ☐ United Kingdom
- ☐ United States
- ☐ Uruguay
- ☐ Uzbekistan
- ☐ Vanuatu
- ☐ Venezuela
- ☐ Vietnam
- ☐ Virgin Islands
- ☐ Wake Island
- ☐ Wallis and Futuna
- ☐ West Bank
- ☐ Western Sahara
- ☐ Yemen
- ☐ Zambia
- ☐ Zimbabwe

3. What is your gender identity? *

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Non-binary
- ☐ Prefer not to say

4. What is your level of education? *

Mark only one oval.

- ☐ Basic school
- ☐ High school diploma
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ PhD

5. How familiar are you with IT? *

Mark only one oval.

- ☐ I work in IT / IT is my passion.
- ☐ I use IT only when necessary / for entertainment.
- ☐ I do not work in IT and neither use IT products.

6. Which of the following brands/companies do you know and use? *

Tick all that apply.

- ☐ Instagram
- ☐ Facebook
- ☐ Amazon
- ☐ Google
- ☐ Netflix
- ☐ LinkedIn
- ☐ Uber
- ☐ Airbnb
- ☐ PayPal
- ☐ Yahoo
- ☐ Twitter
- ☐ Zalando

Rating screenshots and sentences

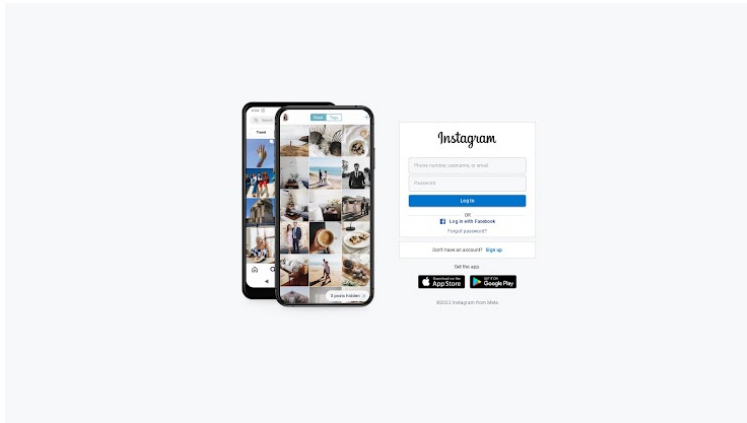
You will be shown 20 screenshots, and for each one, you should state to what extent you agree with a statement we provided.

7. **1. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the login page of a social media platform where users can share photos, videos and messages with their followers."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

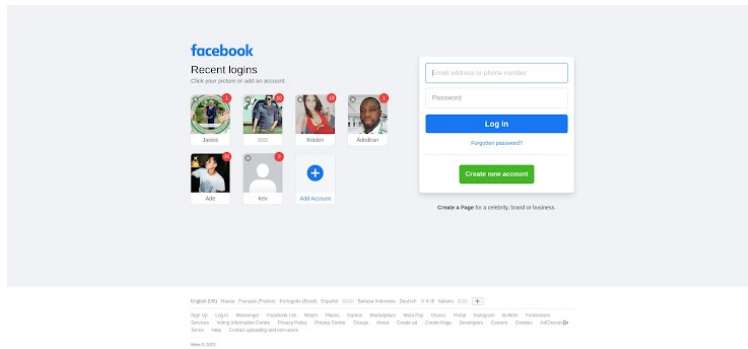
Strongly agree

8. **2. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the login of a social networking platform that enables users to connect, communicate, and share content with family and friends around the world. Furthermore, you see the opportunity for a fast login for accounts which recently logged in from the same device."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

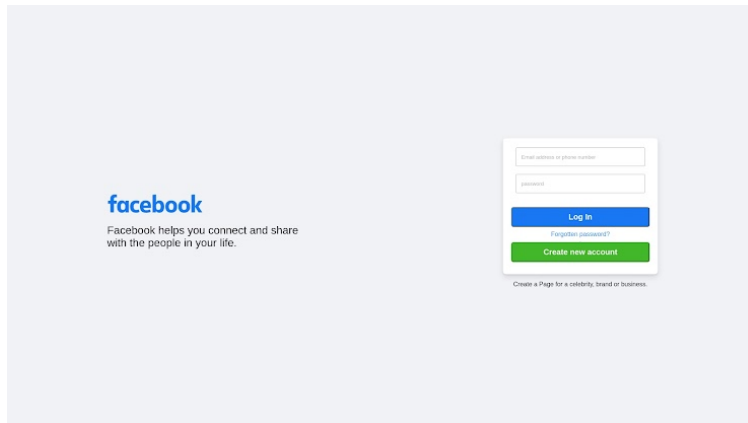
Strongly agree

9. **3. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see again the login of the social networking platform from the previous question. Here the only difference is, that you don't have the any accounts which were recently logged in from the device."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

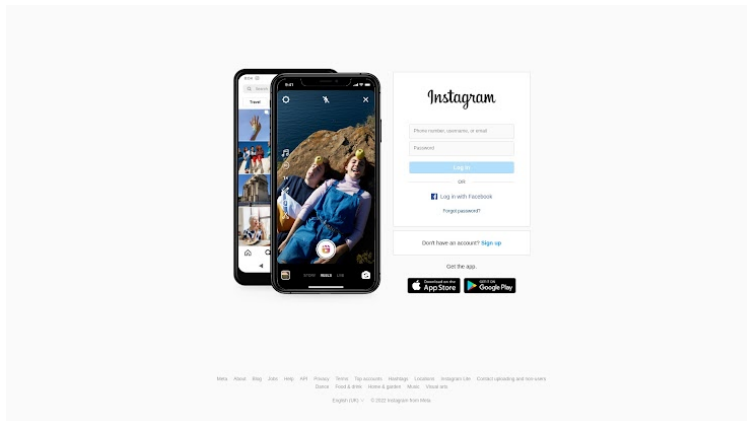
Strongly agree

10. **4. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the login page of a social media platform where users can share photos, videos and messages with their followers."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

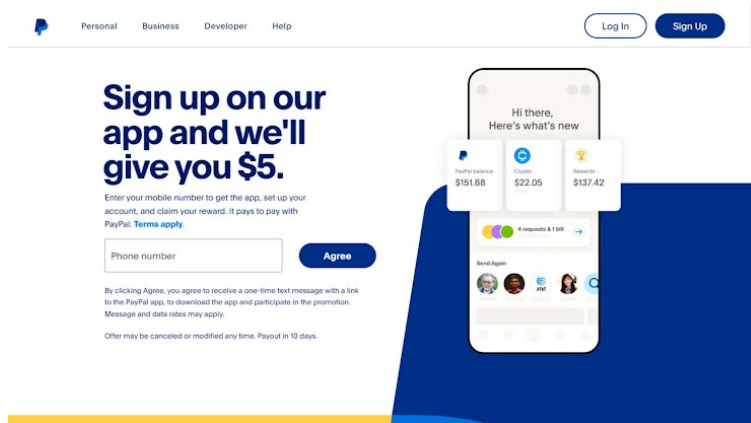
Strongly agree

11. **5. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the landing page of an online payment system that allows individuals and businesses to transfer money electronically and make online purchases securely."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

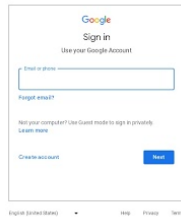
Strongly agree

12. **6. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the login for a Google account where you get access to Google's services, including Gmail, Google Drive, Google Calendar, and many others."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

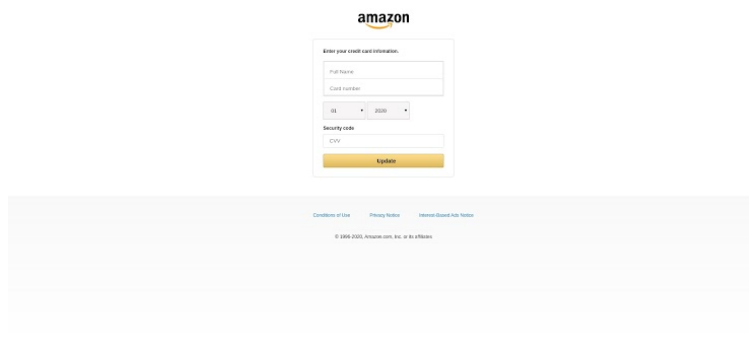
Strongly agree

13. **7. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the request to update the credit card information of an *online retailer that offers a vast selection of products*."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

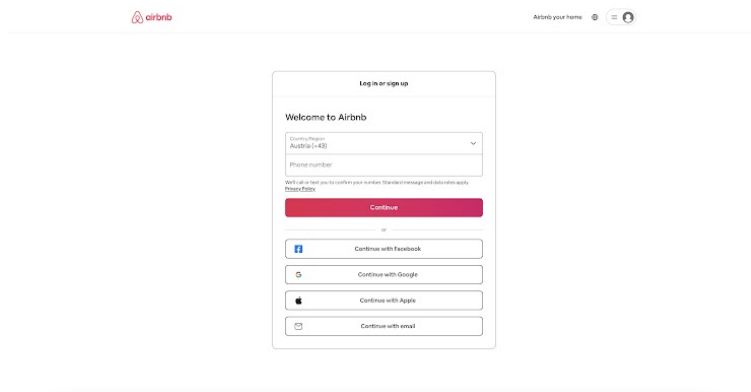
Strongly agree

14. **8. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see an online marketplace that allows people to rent out their homes or apartments to travellers looking for a place to stay."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

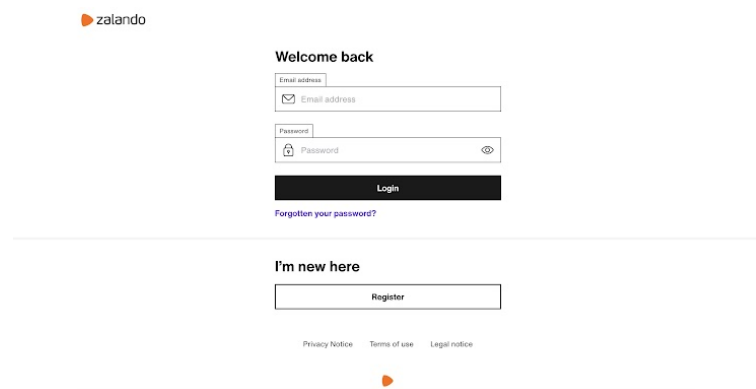
Strongly agree

15. **9. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the login page of an online fashion and lifestyle retailer that offers a wide range of products from various brands."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

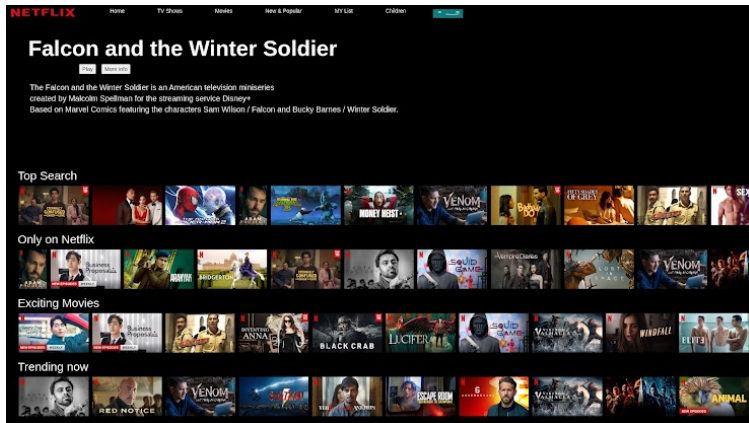
Strongly agree

16. 10. Screenshot - Please rate how much you agree with the following statement:

*

"On the picture you see a screenshot of a popular chargeable streaming platform where you can search for movies grouped by different categories."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

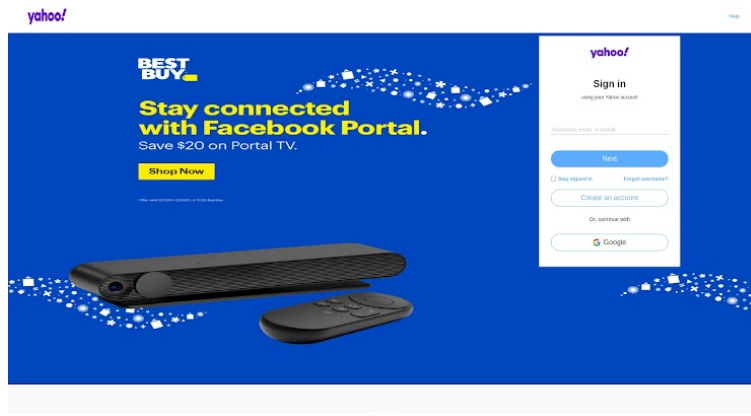
Strongly agree

17. **11. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the sign in page of a web services provider that offers email, search engine, news, and other services to its users."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

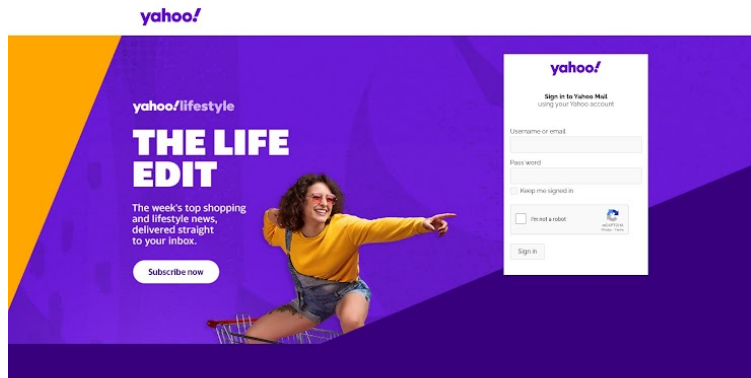
Strongly agree

18. **12. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the sign in page of a web services provider that offers email, search engine, news, and other services to its users."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

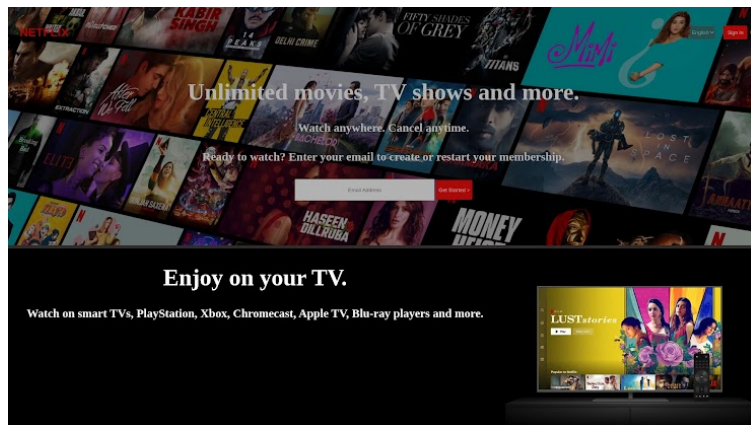
Strongly agree

19. **13. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the sign up of a popular chargeable streaming platform where you can search for various movies."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

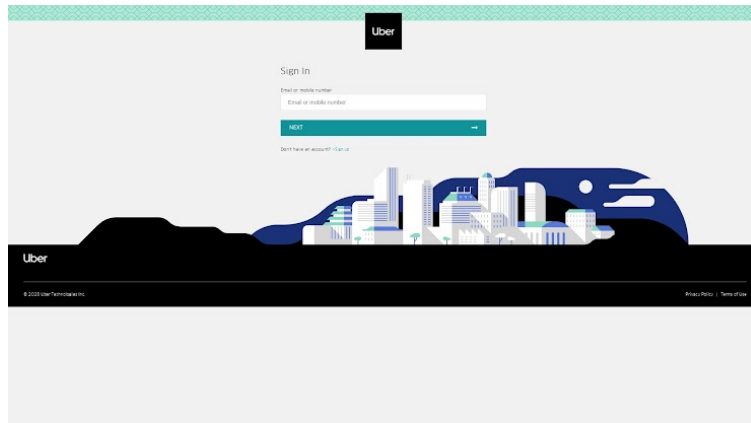
Strongly agree

20. **14. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you can the sign in page of a ride-sharing platform that connects passengers with drivers through a mobile app."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

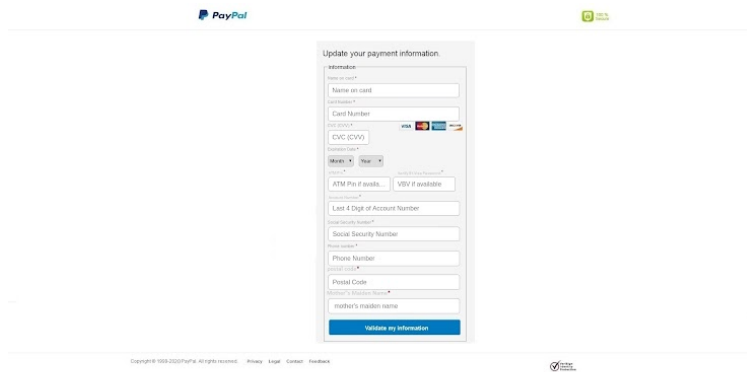
Strongly agree

21. **15. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see an online payment system that allows individuals and businesses to transfer money. The user is asked to update their payment details."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

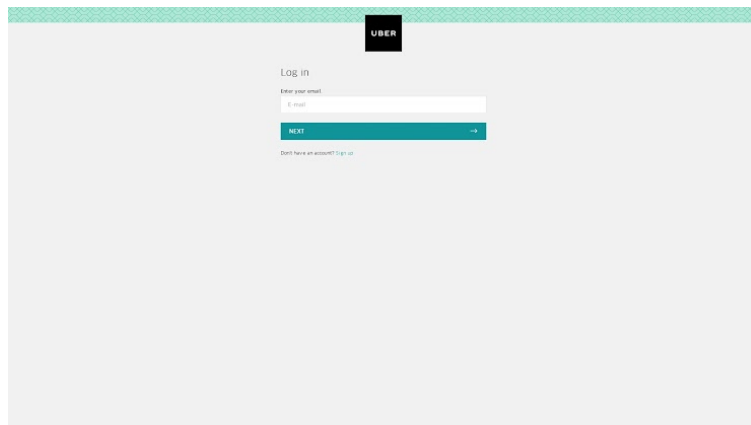
Strongly agree

22. **16. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you can the login in page of a ride-sharing platform that connects passengers with drivers through a mobile app."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

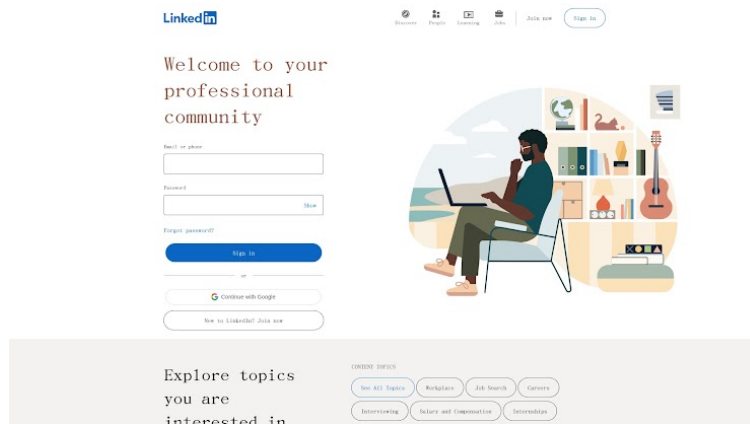
Strongly agree

23. 17. **Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see a social media platform designed for professionals to connect, network, and showcase their skills and experiences to potential employers and colleagues."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

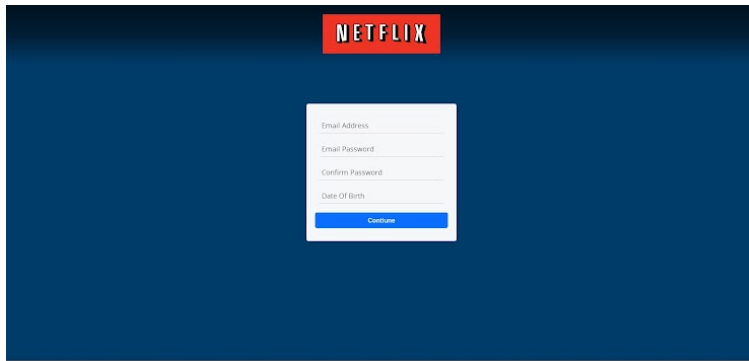
Strongly agree

24. **18. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the sign up of a popular chargeable streaming platform where you can search for various movies."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

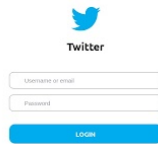
Strongly agree

25. **19. Screenshot** - Please rate how much you agree with the following statement:

*

*"On the screenshot you see the log in page of
a social media platform that allows users to share short messages, called tweets, with their followers."*

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

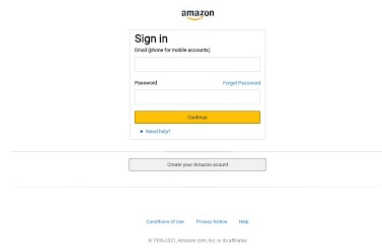
Strongly agree

26. **20. Screenshot** - Please rate how much you agree with the following statement:

*

"On the screenshot you see the login page of an online retailer that offers a vast selection of products, including books, electronics, clothing, and household items, and also provides services such as streaming entertainment and cloud computing."

(larger image: [here](#))



Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Strongly agree

Explanation

You are now going to be shown the exact same screenshots you were shown before. For each of these, you need to explain (in a few sentences, 1-minute max) why you disagreed (rated it from 1 to 5) with the statement (It is fine if you cannot come up with any specific reason).

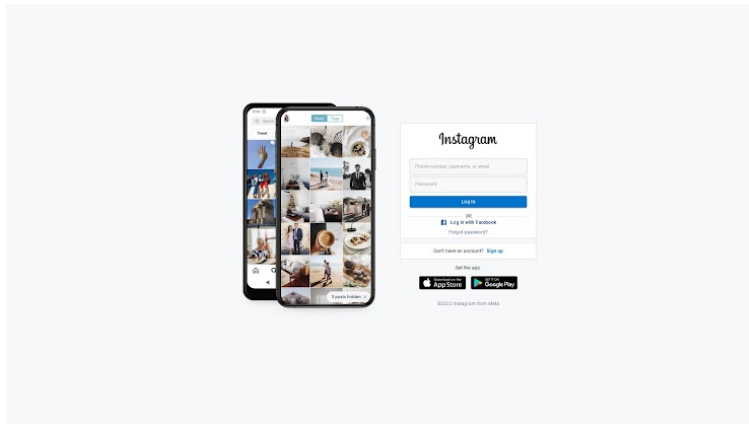
27. 1. **Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see the login page of a social media platform where users can share photos, videos and messages with their followers."

If you agreed, then simply type "agree".

(larger image: [here](#))



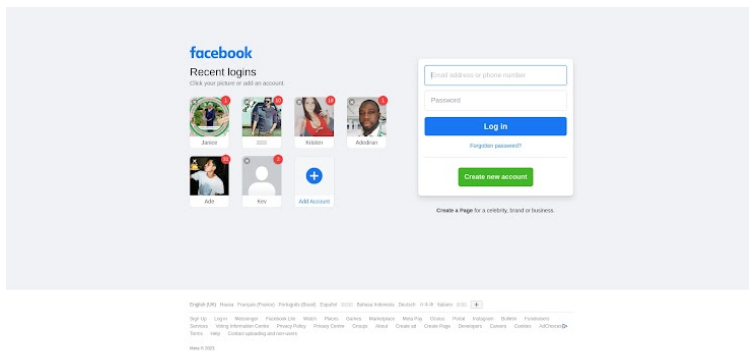
28. 2. **Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see the login of a social networking platform that enables users to connect, communicate, and share content with family and friends around the world."

If you agreed, then simply type "agree".

(larger image: [here](#))



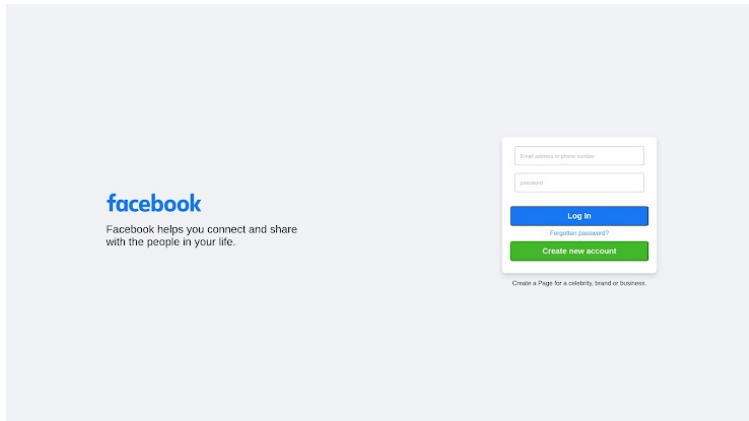
29. **3. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see again the login of the social networking platform from the previous question. Here the only difference is, that you don't have the any accounts which were recently logged in from the device."

If you agreed, then simply type "agree".

(larger image: [here](#))



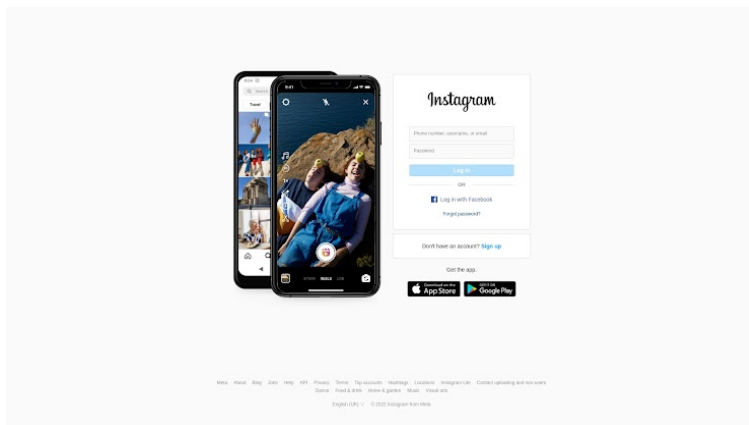
30. **4. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see the login page of a social media platform where users can share photos, videos and messages with their followers."

If you agreed, then simply type "agree".

(larger image: [here](#))



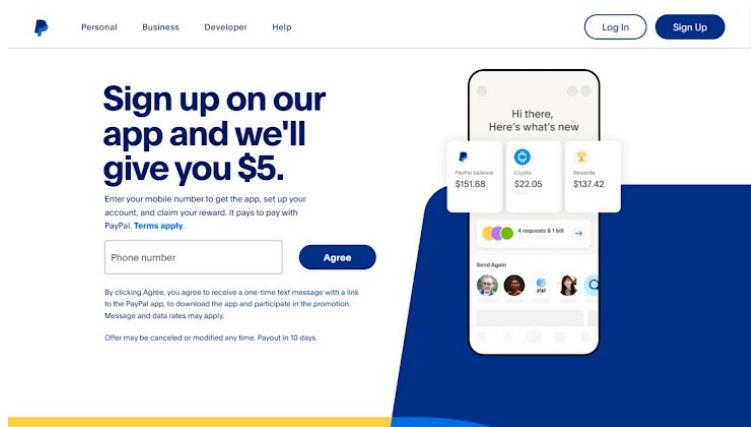
31. **5. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see the landing page of an online payment system that allows individuals and businesses to transfer money electronically and make online purchases securely."

If you agreed, then simply type "agree".

(larger image: [here](#))



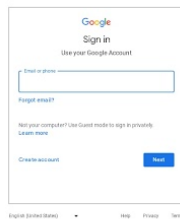
32. **6. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see the login for a Google account where you get access to Google's services, including Gmail, Google Drive, Google Calendar, and many others."

If you agreed, then simply type "agree".

(larger image: [here](#))

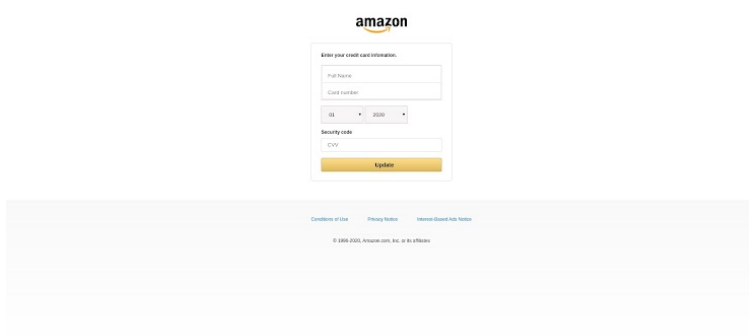


33. **7. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

*"On the screenshot you see the request to update the credit card information of an online retailer that offers a vast selection of products."
If you agreed, then simply type "agree".*

(larger image: [here](#))



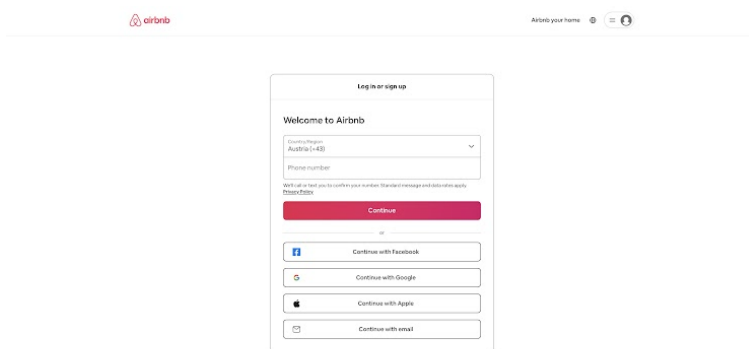
34. **8. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see an online marketplace that allows people to rent out their homes or apartments to travellers looking for a place to stay."

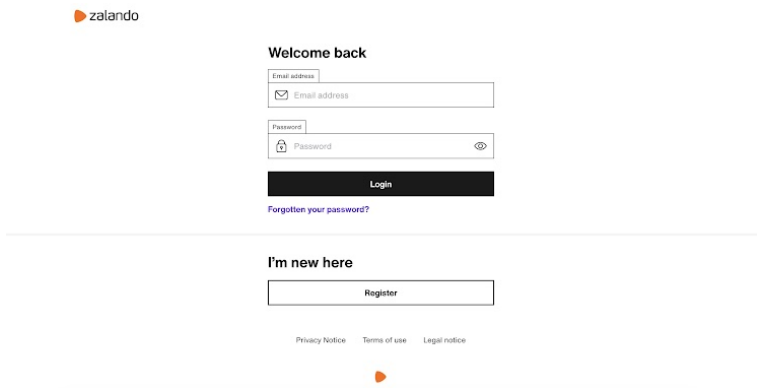
If you agreed, then simply type "agree".

(larger image: [here](#))



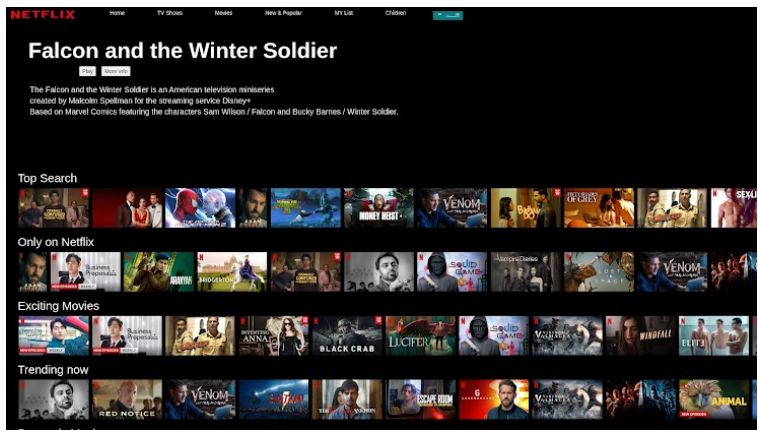
35. **9. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence: *
"On the screenshot you see the login page of an online fashion and lifestyle retailer that offers a wide range of products from various brands."
If you agreed, then simply type "agree".

(larger image: [here](#))



36. **10. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence: *
"On the picture you see a screenshot of a popular chargeable streaming platform where you can search for movies grouped by different categories."
If you agreed, then simply type "agree".

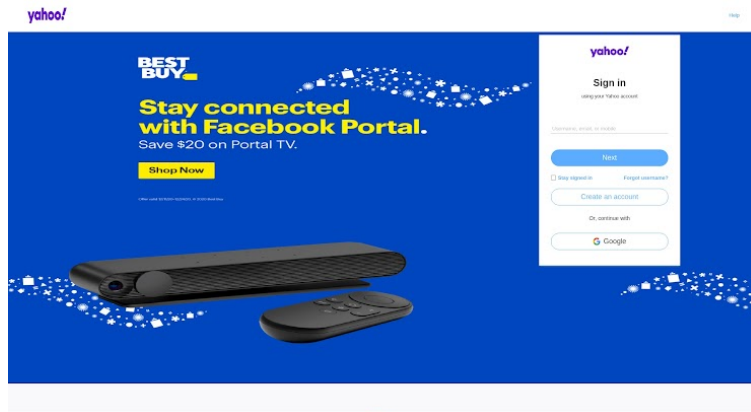
(larger image: [here](#))



37. 11. Screenshot - Please briefly motivate your disagreement (if any) with the sentence: *

"On the screenshot you see the sign in page of a web services provider that offers email, search engine, news, and other services to its users."
If you agreed, then simply type "agree".

(larger image: [here](#))

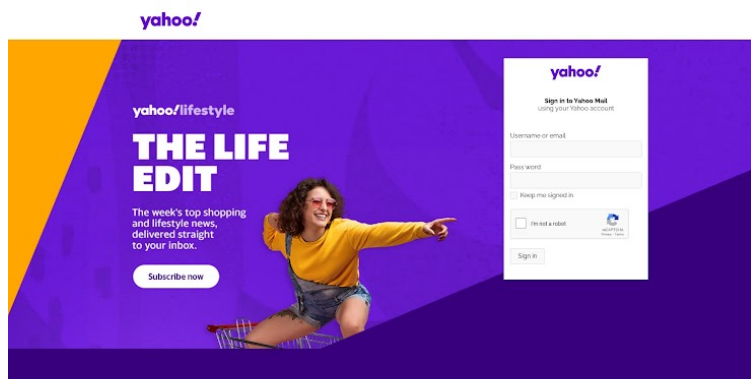


38. 12. Screenshot - Please briefly motivate your disagreement (if any) with the sentence: *

"On the screenshot you see the sign in page of a web services provider that offers email, search engine, news, and other services to its users."

If you agreed, then simply type "agree".

(larger image: [here](#))

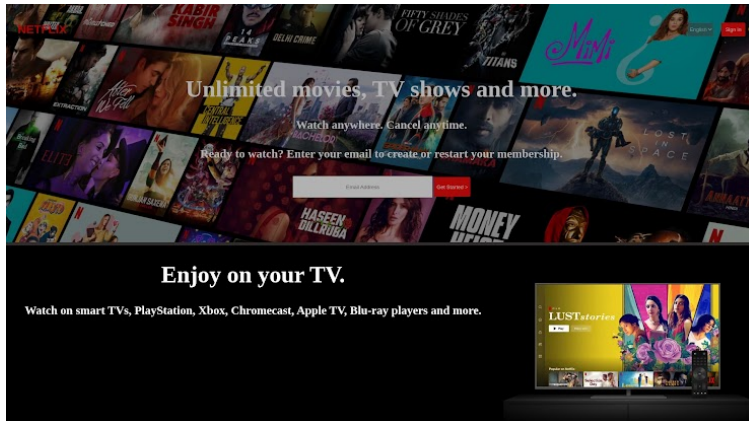


39. **13. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see the sign up of a popular chargeable streaming platform where you can search for various movies."
If you agreed, then simply type "agree".

(larger image: [here](#))

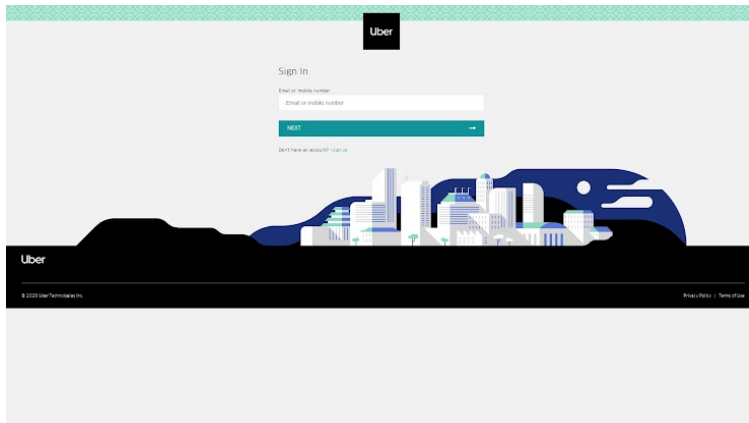


40. **14. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you can the sign in page of a ride-sharing platform that connects passengers with drivers through a mobile app."
If you agreed, then simply type "agree".

(larger image: [here](#))



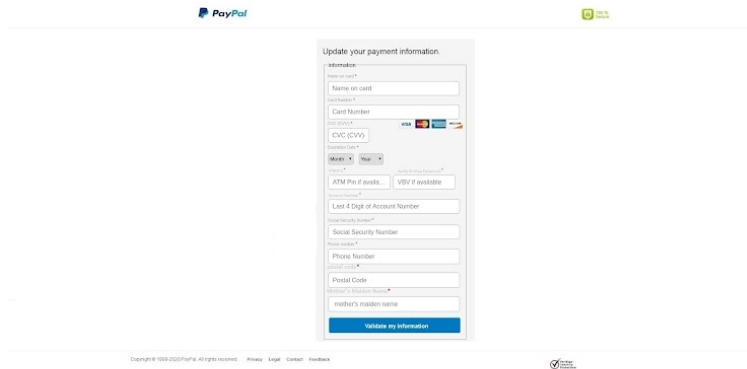
41. **15. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see an online payment system that allows individuals and businesses to transfer money. The user is asked to update their payment details."

If you agreed, then simply type "agree".

(larger image: [here](#))

A screenshot of a PayPal website showing a form titled "Update your payment information." The form contains several input fields: "Name on card", "Card Number", "Exp. date", "CVC (CVV)", "Billing Address" (with a dropdown for "Address type"), "ATM Pin if available", "VISA if available", "Last 4 Digits of Account Number", "Social Security Number", "Phone Number", "Postal Code", and "Mother's maiden name". There is a "Validate my information" button at the bottom of the form. The PayPal logo is visible in the top left corner.

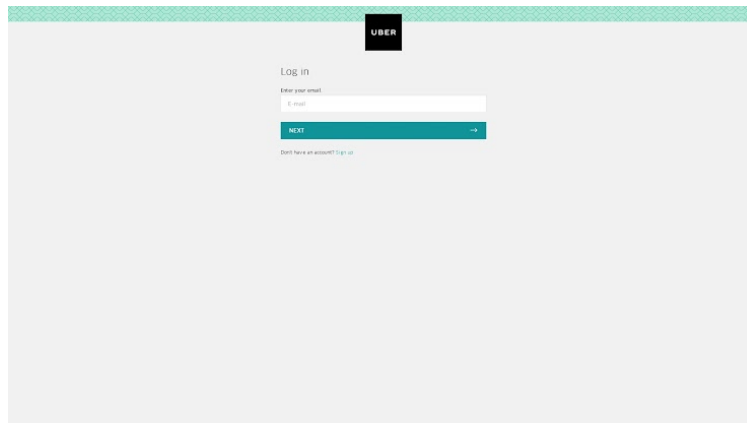
42. **16. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you can the login in page of a ride-sharing platform that connects passengers with drivers through a mobile app."

If you agreed, then simply type "agree".

(larger image: [here](#))

A screenshot of the Uber login page. It features the Uber logo at the top. Below it, the text "Log in" is followed by "Enter your email". There is an input field for the email address. Below the input field is a green button labeled "NEXT" with a right-pointing arrow. At the bottom, there is a link that says "Don't have an account? Sign up".

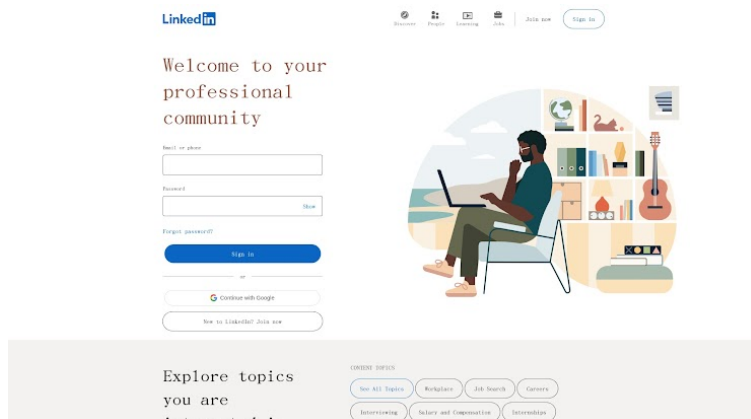
43. **17. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see a social media platform designed for professionals to connect, network, and showcase their skills and experiences to potential employers and colleagues."

If you agreed, then simply type "agree".

(larger image: [here](#))



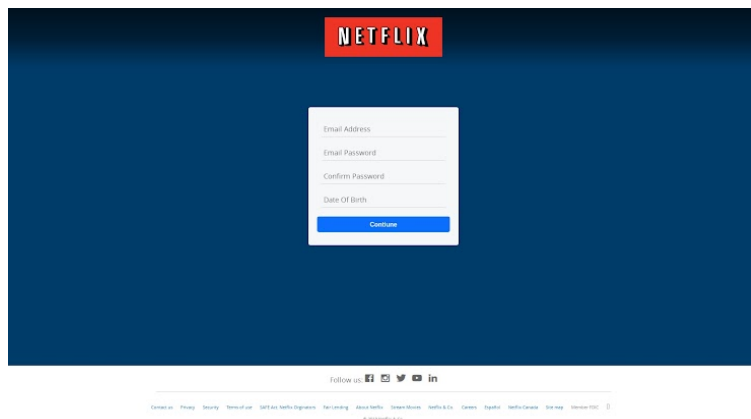
44. **18. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence:

*

"On the screenshot you see the sign up of a popular chargeable streaming platform where you can search for various movies."

If you agreed, then simply type "agree".

(larger image: [here](#))



45. **19. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence: *

"On the screenshot you see the log in page of a social media platform that allows users to share short messages, called tweets, with their followers."

If you agreed, then simply type "agree".

(larger image: [here](#))

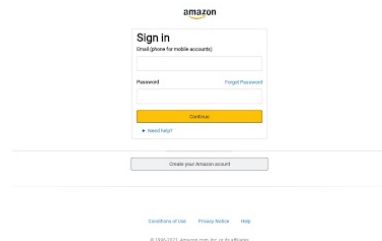


46. **20. Screenshot** - Please briefly motivate your disagreement (if any) with the sentence: *

"On the screenshot you see the login page of an online retailer that offers a vast selection of products, including books, electronics, clothing, and household items, and also provides services such as streaming entertainment and cloud computing."

If you agreed, then simply type "agree".

(larger image: [here](#))



Closing question

47. After providing the explanations, would you change your mind to some of your initial responses? *

Mark only one oval.

☐ Yes

☐ No