

News Headline Matching Website Survey

Thank you for participating in the survey for our project! This survey has three separate sections.

Part 1: Introductory questions.

Part 2: User test - for this we will ask you to follow the link provided and complete a series of tests on our prototype.

Part 3: Follow up questions.

This should take no more than 10 minutes for you to complete in total. The feedback and information that you provide will be used to inform and guide decisions on our project.

All data will be deleted upon completion of the project and not used for any other purposes.

***Required**

Part 1: Introductory Questions

Tell us about yourself!

1. What is your age? *

Mark only one oval.

☐ 0-20

☐ 21-40

☐ 41-60

☐ 61-80

2. What is your gender? *

Mark only one oval.

☐ Male

☐ Female

☐ Other: _____

3. Where do you live? *

Mark only one oval.

- ☐ North East
- ☐ North West
- ☐ Yorkshire and the Humber
- ☐ West Midlands
- ☐ East Midlands
- ☐ East of England
- ☐ London
- ☐ South West
- ☐ South East
- ☐ Scotland
- ☐ Wales
- ☐ Northern Ireland

4. What is your profession? *

Mark only one oval.

- ☐ Accountancy, banking and finance
- ☐ Business, consulting and management
- ☐ Charity and voluntary work
- ☐ Creative arts and design
- ☐ Energy and utilities
- ☐ Engineering and manufacturing
- ☐ Environment and agriculture
- ☐ Healthcare
- ☐ Hospitality and events management
- ☐ Information technology
- ☐ Law
- ☐ Law enforcement and security
- ☐ Leisure, sport and tourism
- ☐ Marketing, advertising and PR
- ☐ Media and internet
- ☐ Property and construction
- ☐ Public services and administration
- ☐ Recruitment and HR
- ☐ Retail
- ☐ Retired
- ☐ Sales
- ☐ Science and pharmaceuticals
- ☐ Social care
- ☐ Student
- ☐ Teacher training and education
- ☐ Transport and logistics

5. Have you heard of any of these publications? (Select all that apply) *

Tick all that apply.

- ☐ The Daily Telegraph
- ☐ The Times
- ☐ The Guardian
- ☐ The Observer
- ☐ i
- ☐ The Independent
- ☐ Daily Mail
- ☐ Daily Express
- ☐ The Sun
- ☐ Daily Mirror
- ☐ Daily Star
- ☐ I don't know any of these publications

6. How would you rate your awareness of reporting styles across different newspapers in the media? *

Mark only one oval.

	1	2	3	4	5	
Not Aware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully Aware

Part
2:
User
Test

Thank you for completing the introductory questions, we are now at the user test of our prototype.

Please use the following link: <https://marvelapp.com/prototype/144665he>

Your task is to play our game by navigating through the website prototype.

You may play as many times as you wish. As this is a prototype and not all functionality is available, please attempt questions on the subjects of Brexit, Climate and/or Politics. On your last game please navigate to the Statistics page.

In this prototype there is no drag and drop feature implemented. Please click on the text and the choice of which tweet goes where is made for you at this time. We are asking for feedback on the design and concept, not usability at this time.

Once you have finished, please come back here to complete the rest of the survey.

Thank you!

Give us your feedback!

Part 3: Follow up questions

7. We are trying to decide on a name for our website. Which of the following do you feel is the best reflection of your experience on the website? *

Mark only one oval.

- ☐ Know The News
- ☐ Who Reported What?
- ☐ Match the Headlines
- ☐ Match the tweets
- ☐ Other: _____

8. How many questions did you go through during your session? *

Mark only one oval.

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5+

9. Did you find the experience intuitive and easy to follow? *

Mark only one oval.

- ☐ Yes
- ☐ No

10. Did you manage to do what you wanted on the website? *

Mark only one oval.

- ☐ Yes
- ☐ No

11. What were the key features of the website which drove your answer to the previous question? *

12. In your own words, please could you describe the objective of this game? *

13. Now you have played, do you think it has improved your perception of bias in the media? *

Mark only one oval.

☐ Yes

☐ No

14. With regards to the previous question, please explain your reasoning. *

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