

Icon Recognition Survey Part 1

The following survey has been designed to gain an understanding of how general users interpret commonly used icons in web-based applications. A web-based application is simply a computer program that utilizes web browsers and web technology to perform tasks over the Internet.

Basic demographic information will be collected and you will be presented with a series of 17 questions. The survey should take 10 minutes or less to complete and your answers will remain anonymous. If for any reason you are unable to complete the survey, simply exit from the survey browser window. Please, only submit one response.

Please share the survey link with others after completing the survey. Thank you in advance for your participation.

*** Required**

Demographics

1. Please select your gender *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other: _____

2. Please select your age range: *

Mark only one oval.

- ☐ 17 or younger
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

3. Which race/ethnicity best describes you? *

Mark only one oval.

- ☐ American Indian or Alaskan Native
- ☐ Asian / Pacific Islander
- ☐ Black or African American
- ☐ Hispanic
- ☐ White / Caucasian
- ☐ Other: _____

4. What is your primary language? **Mark only one oval.*

- ☐ English
- ☐ Spanish
- ☐ Portuguese
- ☐ French
- ☐ Mandarin
- ☐ Arabic
- ☐ Other: _____

5. If you live in the U.S., what region do you live in? If you live outside of the U.S., chose other and list country. **Mark only one oval.*

- ☐ The Northeast (Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, and Pennsylvania.)
- ☐ The Midwest (Ohio, Michigan, Indiana, Wisconsin, Illinois, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.)
- ☐ The South (Delaware, Maryland, Virginia, West Virginia, Kentucky, North Carolina, South Carolina, Tennessee, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, Texas, Oklahoma, Washington DC).
- ☐ The West (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, California, Oregon, Washington, Alaska, and Hawaii.)
- ☐ Other: _____

6. What is your highest level of education? **Mark only one oval.*

- ☐ Less than high school diploma or equivalent (e.g. GED)
- ☐ High school diploma or equivalent (e.g. GED)
- ☐ Associate Degree
- ☐ Bachelor Degree
- ☐ Graduate degree or higher
- ☐ Trade School
- ☐ Other: _____

7. Which of the following categories best describes your employment status? **Mark only one oval.*

- ☐ Employed, working 40 or more hours per week
- ☐ Employed, working 1-39 hours per week
- ☐ Not employed, looking for work
- ☐ Not employed, NOT looking for work
- ☐ Retired
- ☐ Disabled, not able to work
- ☐ Other: _____

8. Which of the following best describes your current occupation?*Mark only one oval.*

- ☐ Student
- ☐ Sales and related occupations
- ☐ Management occupations
- ☐ Office and administrative support occupations
- ☐ Farming, fishing, and forestry occupations
- ☐ Food preparation and serving related occupations
- ☐ Healthcare practitioners and technical occupations
- ☐ Education, training, and library occupations
- ☐ Architecture and engineering occupations
- ☐ Building and grounds cleaning and maintenance occupations
- ☐ Installation, maintenance, and repair occupations
- ☐ Healthcare support occupations
- ☐ Protective service occupations
- ☐ Personal care and service occupations
- ☐ Community and social service occupations
- ☐ Live, physical, and social science occupations
- ☐ Business and financial operations occupations
- ☐ Production occupations
- ☐ Arts, design, entertainment, sports, and media occupations
- ☐ Computer and mathematical occupations
- ☐ Legal occupations
- ☐ Transportation and materials moving occupations
- ☐ Other: _____

9. How much total combined money did all members of your household earn last year? **Mark only one oval.*

- ☐ \$0 - \$9,999
- ☐ \$10,000 - \$24,999
- ☐ \$25,000 - \$49,000
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$124,999
- ☐ \$125,000 - \$149,000
- ☐ \$150,000 - \$174,999
- ☐ \$175,000 - \$199,999
- ☐ \$200,000 and up
- ☐ Prefer not to answer

10. What type of device(s) do you primarily use to access web-based applications? Select all that apply. **Check all that apply.*

- ☐ Mobile Phone
- ☐ Tablet
- ☐ Desktop or laptop computer

11. On average, how many hours per day do you use web-based applications for personal reasons? **Mark only one oval.*

- ☐ Less than 1 hour per day
- ☐ 1-2 hours per day
- ☐ 3-5 hours per day
- ☐ 6-8 hours per day
- ☐ More than 8 hours per day
- ☐ I do not use web-based applications for personal reasons

12. On average, how many hours per day do you use web-based applications for work-related reasons? **Mark only one oval.*

- ☐ Less than 1 hour per day
- ☐ 1-2 hours per day
- ☐ 3-5 hours per day
- ☐ 6-8 hours per day
- ☐ More than 8 hours per day
- ☐ I do not use web-based applications for work-related reasons

13. What type of web-based applications do you use? Select all that apply. **Check all that apply.*

- ☐ Arts & Entertainment
- ☐ Business & Consumer Services
- ☐ E-commerce and shopping
- ☐ Email
- ☐ File sharing and hosting
- ☐ Finance
- ☐ Food and drink
- ☐ Games
- ☐ Healthcare
- ☐ Jobs and career
- ☐ Lifestyle
- ☐ Music streaming
- ☐ Online dating
- ☐ Online classifieds or marketplace
- ☐ Real estate
- ☐ Reference
- ☐ Science and education
- ☐ Search engines
- ☐ Sports
- ☐ Social media
- ☐ Travel and tourism
- ☐ Telecommunications
- ☐ TV movies and streaming
- ☐ Other

Icon Meanings**14. 1 - Regarding web-based applications, what is the meaning of the following icon? ****Mark only one oval.*

- ☐ justify content
- ☐ access menu
- ☐ create list
- ☐ I don't know
- ☐ Other, not specified

15. 2 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ access settings
- ☐ refresh application
- ☐ sync application
- ☐ I don't know
- ☐ Other, not specified

16. 3 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ magnify text
- ☐ zoom out
- ☐ search
- ☐ I don't know
- ☐ Other, not specified

17. 4 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ draw
- ☐ edit
- ☐ create
- ☐ I don't know
- ☐ Other, not specified
- ☐ Other: _____

18. 5 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ location
- ☐ pinpoint
- ☐ exclamation point
- ☐ I don't know
- ☐ Other, not specified

19. 6 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ diagram
- ☐ atom
- ☐ share
- ☐ I don't know
- ☐ Other, not specified

20. 7 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ notification or alert
- ☐ snooze or dismiss
- ☐ create an alarm
- ☐ I don't know
- ☐ Other, not specified

21. 8 - Regarding web-based applications, what is the meaning of the following icon?



Mark only one oval.

- ☐ store available
- ☐ ecommerce shopping cart
- ☐ items on sale
- ☐ I don't know
- ☐ Other, not specifier

22. 9 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ heart
- ☐ favorite
- ☐ special
- ☐ I don't know
- ☐ Other, not specified

23. 10 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ braille communication for the blind
- ☐ morse code
- ☐ more options or content
- ☐ I don't know
- ☐ Other, not specified

24. 11 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ download content
- ☐ underground content
- ☐ sort list items down
- ☐ I don't know
- ☐ Other, not specified

25. 12 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ thinking
- ☐ contact
- ☐ comment/feedback
- ☐ I don't know
- ☐ Other, not specified

26. 13 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ photo album
- ☐ take or upload a photo
- ☐ upload video
- ☐ I don't know
- ☐ Other, not specified

27. 14 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ person
- ☐ user account
- ☐ upload "selfie"
- ☐ I don't know
- ☐ Other, not specified

28. 15 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ sign-in account
- ☐ forward
- ☐ sign-out account
- ☐ I don't know
- ☐ Other, not specified

29. 16 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ language or country setting
- ☐ disco ball party settings
- ☐ basketball scoreboard
- ☐ I don't know
- ☐ Other, not specified
- ☐ Other: _____

30. 17 - Regarding web-based applications, what is the meaning of the following icon? *



Mark only one oval.

- ☐ product or service ratings/reviews
☐ favorite item or service
☐ highest awards
☐ I don't know
☐ Other, not specified
☐ Other: _____

Please indicate the degree to which you agree or disagree with the following statements:

31. I am familiar with some of the icons presented in the survey. *

1 - strongly disagree 2 - somewhat disagree 3 - neither agree or disagree 4 - somewhat agree 5 - strongly agree

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

32. I am familiar with all of the icons presented in the survey. *

1 - strongly disagree 2 - somewhat disagree 3 - neither agree or disagree 4 - somewhat agree 5 - strongly agree

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

33. I have used some of the icons in web-based applications. *

1 - strongly disagree 2 - somewhat disagree 3 - neither agree or disagree 4 - somewhat agree 5 - strongly agree

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

34. I have used all of the icons in web-based applications. *

1 - strongly disagree 2 - somewhat disagree 3 - neither agree or disagree 4 - somewhat agree 5 - strongly agree

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

35. I am confident with my selection of the appropriate icon meanings. *

1 - strongly disagree 2 - somewhat disagree 3 - neither agree or disagree 4 - somewhat agree 5 - strongly agree

Mark only one oval.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

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