Emotional Determinants of Personal Brand Perception

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Questionnaire for researching stakeholders' attitudes towards building a personal brand in academia

General data about the participant
Gender: Male, Female, I do not want to share, Other
Age: _____
Country: _____
Participant group: University Professor, Student
Participant's Scientific Field: _____, I do not want to share

Perceptions about personal branding in academia
A Likert scale is used: 1 – completely disagree, 5 – completely agree.

Perceptions about personal branding in academia	
G1. General attitudes towards personal branding in academia	
Code	**Question**
Q1	Personal branding is important for university professors.
Q2	Online presence in the social networks is a key component of university professors' personal branding.
Q3	Online presence in the academic networks/profiles is a key component of university professors' personal branding.
Q4	Online presence in the video lectures platforms is a key component of university professors' personal branding.
Q5	I respond to social media posts by university professors if I have a positive attitude towards their online personal brand.
Q6	I follow a sequence of university professors' posts if I have a positive attitude towards their online personal brand.
Q7	I share achievements by university professors if I have a positive attitude towards their online personal brand.
Q8	The personal branding of university professors influences how the quality of university teaching is perceived.

G2. Impact on trust, reputation, and academic environment:	
Code	**Question**
Q9	The personal brand of university professors increases my trust in the academic environment.
Q10	A strong personal brand of university professors improves the overall academic reputation of the university.
Q11	The authenticity of the professors' online presence positively influences my academic or professional evaluation of the university as a whole.

Perceptions about personal branding in academia	
Q12	The authenticity of university professors' online presence positively influences my academic or professional evaluation of individual professors only.
Q13	The personal brand of university professors helps build a stronger academic culture (community, belonging, values).
Q14	I am more likely to interact with, follow, or comment on content from university professors with a well-established personal brand online.
Q15	I would recommend content or activities from university professors with a strong online presence to other colleagues.
Q16	I would use online materials, recommendations, or resources from university professors whose personal brand evokes positive emotional reactions in me.

G3. Perception of online presentation of university professors:	
Code	Question
Q17	University professors are consistent in the way they present themselves online.
Q18	University professors successfully create a professional and consistent visual style online (photos, videos, graphic identity).
Q19	The online communication of university professors influences my perception of their expertise.
Q20	University professors should maintain a professional, strong, and authentic personal brand online with content that does not repeat clichéd slogans from popular profiles.

G4. Emotional impact of university professors' personal brand:	
Code	Question
Q21	Positive emotions (e.g., joy, trust, surprise, motivation) influence my perception of university professors online.
Q22	Negative emotions (e.g., anger, fear, sadness, disgust) influence my attitude towards university professors online.
Q23	Personal branding helps create an emotional connection between university professors, students, and colleagues.
Q24	My emotional reactions (regardless of type) influence my willingness to interact with university professors online.

Code	Question
25	Which of the following emotions do you most often experience when observing the personal brand of university professors in an online environment? *Multiple choice:* Acceptance, Admiration, Aggressiveness, Amazement, Anger, Anxiety, Anticipation, Apprehension, Awe, Boredom, Contempt, Curiosity, Cynicism, Delight, Despair, Disappointment, Disgust, Distraction, Dominance, Ecstasy, Envy, Fear, Grief, Guilt, Hope, Interest, Joy, Loathing, Love, Morbidity, Optimism, Outrage, Pensiveness, Pessimism, Pride, Rage, Remorse, Sadness, Sentimentality, Shame, Serenity, Submission, Surprise, Terror, Trust, Vigilance

G5. Influence of the personal style of university professors on students' choices:	
Code	Question
Q26	The personal brand of university professors strongly influences students' decisions to discontinue their studies at university.
Q27	The personal brand of university professors influences my choice of programs to study.
Q28	The personal brand of university professors influences my choice of individual courses to study.

Final Remarks

Code	Question
Q29	Please tell us what your personal impression is of building a personal brand in academia and how the personal presentation of university professors influences your perception of individuals?
Q30	In your opinion, which channels are the most effective for creating a personal brand (social networks, websites, etc.)?
Q31	In your opinion, which person from academia has a strong personal brand and why do you think so?