

## **Appendix 1: Pre-study questionnaire**

- 1) Full name:
- 2) Today's date:
- 3) Birth date:
- 4) Profession:
- 5) How many hours a day do you spend on the computer? 0-2; 2-4; 4-6; 6-8; 8-10; 10+
- 6) How comfortable are you with technology? Not at all; slightly uncomfortable; slightly comfortable; extremely comfortable
- 7) How many years have you been actively using the Internet? 0-2; 2-4; 4-6; 6-8; 8-10; 10+
- 8) For what purpose do you primarily use the Internet? Entertainment; socializing; researching; education; other (please describe)
- 9) How would you define the word "multimedia"?
- 10) How would you define the word "interactivity"?
- 11) How social would you describe yourself? Extreme introvert; Slight introvert; Slight extrovert; Extreme extrovert
- 12) How often do you utilize social tools on a Web site (comments, forums, message boards, sharing tools, user-submission tools)? Never; Rarely; Often; Always