

Appendix 3: Satisfaction survey

Directions: Please indicate your satisfaction level of the site you just viewed by placing ONE check mark between each pair of adjectives. Placing a check mark in the middle indicates your indifference:

Neutral

Unappealing :___:___:___:___:___:___:___: Appealing

Useless :___:___:___:___:___:___:___: Useful

Bad :___:___:___:___:___:___:___: Good

Unfavorable :___:___:___:___:___:___:___: Favorable

Unattractive :___:___:___:___:___:___:___: Attractive

Dull :___:___:___:___:___:___:___: Exciting

Unlikeable :___:___:___:___:___:___:___: Likeable

Low Quality :___:___:___:___:___:___:___: High quality

Boring :___:___:___:___:___:___:___: Interesting

Unsophisticated :___:___:___:___:___:___:___: Sophisticated