

Social TV Experiment - Screener

Note: 27-36 interviews from Monday January 31st to Thursday February 3rd.

Hello. I'm _____ calling from _____, a marketing research firm. This is not a sales call of any type. We are conducting a brief survey about television and would like to include your opinion. It is possible that we may also invite you to participate in a small group discussion in your home. First of all... (go straight to Q1a)

1a. Gender:

- a. Male
- b. Female

Note: 50/50 Mix.

1b. When was the last time you participated in a panel, one-on-one interview or market research discussion?

- a. < or = 3 months (**TERMINATE**)
- b. > 3 months or Never

2. Are you or is any member of your household employed in any of the following areas? (**Terminate if Yes to Any**)

- a. Advertising/Public Relations
- b. Marketing or Market Research/Internet or
- c. Web Development Company
- d. Telecommunication or Wireless service provider
- e. Software Development
- f. Television/ TV Networks

3. Who is your provider for the following services?

- a. Home telephone _____
- b. Broadband/High Speed Internet _____
- c. Television service _____
- d. Wireless telephone/smartphone service _____
- e. Do not have any of these services (**TERMINATE**)

Note: Go for Mix of Cable providers, including Direct TV/Dish Network. It is not a terminate for someone not to have Cable service.

4a. What kind of wireless phone do you use primarily?

- a. cellphone (**TERMINATE IF Social Media Usage is low**)
- b. feature phone (**TERMINATE IF Social Media Usage is low**)
- c. smartphone (ask 4b.)

Note: Recruit a representative mix (approximately 20%/20%/60%)

(Ask only if answered C in Q4a) 4b. What kind of smartphone?

- a. Blackberry
- b. iPhone
- c. Palm
- d. Other (Specify) _____

Note: Recruit a mix

4c. Which of the following devices or services do you have in your home?

- a. iPod or other MP3 Player
- b. iPad
- c. Gaming system (Wii, X-Box 360, Playstation 3)
- d. Digital Video Recorder
- e. Blue Ray DVD player with streaming technology
- f. Netflix or Blockbuster equivalent

Note: go for a mix of devices and streaming (on demand services)

4d. Which of the following social media platforms do you use and have an account with?

- a. Twitter
- b. Facebook
- c. Myspace
- d. LinkedIn or Plaxo
- e. Blogger.com or equivalent
- f. Youtube or Vimeo
- g. Other Specify: _____

Note: ask Q5 for all indicated in question 4d

5. How Frequently do you access your (insert Social Media Platform ,i.e., "Facebook" indicated from Q4d) Account?

- a. I always have it open
- b. several times a day
- c. once a day
- d. once a week
- e. once a month or less (**TERMINATE**)

Note: Go for mix of "usage" frequency

6. On a scale of 1 - 5, **1 being "I completely Disagree" and 5 being "I completely Agree"**, please indicate your reaction to each of the following statements, in terms of how you personally engage with technology and the role entertainment plays in your life:

Statement	Scale Rating
Compared to last year I watch more TV content on my computer or other mobile devices	
I record a lot of TV content to watch at a time of my choosing	
I use the On Demand feature from my Cable provider frequently	
I like sharing what I think with the world via Social Media like Facebook or Twitter	
I plan my life around when things are on TV	
I have participated in or hosted a party that revolved around a television event like the Lost Finale or The Superbowl	
I use Hulu or other online TV content websites to view my favorite shows	

Note: Go for mix of scale ratings here - ultimately want some polarity in the ratings amongst users selected

7. Thinking about the week of January 31st which of the following programs do you plan to watch?

- a. Daytime Television Talk Shows like Oprah or Dr. Phil
- b. Judge Judy or Equivalent
- c. Game Shows like Jeopardy or Wheel of Fortune
- d. Daytime Soap Operas
- e. American Idol
- f. The Bachelor
- g. Amazing Race
- h. Comedies such as Big Bang Theory, Two and a Half Men or The Office
- i. Hour Long Dramas such House or CSI
- j. NBA Basketball
- k. NHL Hockey
- l. College Basketball
- m. Your local news such as WSB Channel 2, or Fox 5 Atlanta
- n. The Daily Show
- o. Conan
- p. The Late Show with David Letterman
- q. The Colbert Report
- r. Cable News such as Fox News, CNN, or MSNBC
- s. ESPN Programming such as SportsCenter
- t. Other (specify) _____
- u. Do not plan to watch TV that week (TERMINATE)

Note: Want a variety of program interests, not all Sports guys or Comedy People

8. We want to gather feedback from users in a variety of age groups and ethnic backgrounds. Please tell me in which category does your age fall?

- a. less than 19 years (**TERMINATE**)
- b. 19 - 24 years
- c. 25 - 34 years
- d. 35 - 44 years
- e. 45 - 54 years
- f. 55+ years

Note: Recruit a mix of ages

9. Please indicate your race/ethnicity:

- a. African American
- b. Caucasian
- c. Native American
- d. Asian
- e. Hispanic/Latino
- f. Other

Note: Recruit a representative mix of Ethnicities.

10. What is the highest level of education you have completed? (*read the list to respondent*)

- a. Some high school or less
 - b. High school graduate
 - c. Some college or technical school
 - d. College graduate (Bachelor's degree)
 - e. Some post-graduate schooling
 - f. Post-graduate degree (Master's Degree or PhD)

Note: Recruit a representative mix, no less than 50% some college and above

11. What is your employment status? (*read the list to respondent*)

- a. Full Time
- b. Part Time
- c. Stay at home parent/Spouse
- d. Unemployed/Looking for a job (**limit**)
- e. Full-time Student (**limit**)

Note: Recruit a representative mix

12. Which of the following best represents your annual household income?

- a. Less than \$29,000
- b. \$30,000 but less than \$49,000
- c. \$50,000 but less than \$69,000
- d. \$70,000 but less than \$89,000
- e. \$90,000 but less than \$129,000
- f. \$130,000 but less than \$149,000
- g. \$150,000 or more

Note: Please recruit a representative mix of incomes. Majority in \$30,000 to \$129,000 range

Invitation:

Thank you! We would like to invite you to participate in a 90 minute discussion at your home. I have the following times on Monday January 31st through Thursday February 3rd:

12:00 PM

4:00 PM

7:00 PM

If you are selected to participate in this usability study you will receive an incentive. When our team arrives at your home, they will present you with a business card and perhaps ask you to allow them to take pictures in your home as well as audio taping the conversation for note taking purposes.

Will this be OK?

a. Yes

b. No (**TERMINATE**)

We are inviting only a small number of people to participate in this research. The success of this project depends on your commitment to be home at the time we agreed on. If you are not able to keep your appointment, please call _____ immediately at _____.