

“Retrieving Landmark Salience based on Wikipedia: An Integrated Ranking Model”

Supplementary Materials File 1: Online questionnaire - Landmark Categories

1. Questionnaire structure and data collection

This questionnaire aims to ascertain a list of Wikipedia categories associated with physical landmarks in dense urban areas. The questionnaire was conducted online, and it consisted of a number of general questions regarding the participants and the physical landmarks they use during car navigation process.

The questionnaire was based on the stated preference approach. This approach relies on answers to carefully worded survey questions—in the form of individual preference indications—that are scaled following an appropriate model of preference to yield a measure of value. This method allows recognizing individual preferences, and therefore predicts future behavior for any number of variables that cannot be measured using routine methods. Special attention was given to defining an appropriate response time according to the complexity of each question.

After a pilot study, the questionnaire was conducted by an electronic survey on the internet (via the SurveyMonkey online platform). It was completely anonymous with no record of any information that allows identifying the participants. Participants who did not fully complete the questionnaire were removed from the sample. Respondents’ participation was entirely voluntary. We circulated the questionnaire among colleagues, students and associates, asking them to circulate it to their contacts. 160 participants from all over the world, aged 18 and up participated in the online survey, indicating landmark categories they believe are relevant to route and survey knowledge.

2. Ethical Approval and Supervision

The questionnaire was conducted by XXXX, supervised by Dr. XXXX (names and affiliations are hidden for the review). All data collection and processing were carried according to national legislation. No personal or sensitive data was collected or processed. No vulnerable groups or individuals, such as children, prisoners, mental health patients or others, who might be considered unable to give free and informed consent were involved in the survey. The respondents’ answers were processed and published anonymously. According to regulations of the XXXX (name of the university hidden for the review) for online questionnaires of this kind, there was no requirement to obtain an ethics approval.

3. A copy of the questionnaire¹

¹ The original online form/link was removed from the SurveyMonkey system.

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Dear participant,

Thank you for your time! This academic survey analyses navigation usage and the use of external environmental aids. The survey should take several minutes.

Thank you again for participating,
Noa Gotsman

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What is your gender?

- ☐ Male
- ☐ Female

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What continent do you live at?

- ☐ North America
- ☐ South America
- ☐ Middle East
- ☐ Europe
- ☐ Africa
- ☐ Asia
- ☐ Australia

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How old are you?

- ☐ 14-18
- ☐ 18-25
- ☐ 26-35
- ☐ 36-46
- ☐ 46-55
- ☐ 56+

In case navigation systems (e.g. Waze, Google Maps)) could use landmarks in the surroundings as part of their guidance, which of these landmarks you think will assist you orientate better in an **unfamiliar** area? (choose at least 5 and no more than 8)

- ☐ leisure (restraunts, cafes, pubs, night clubs)
- ☐ shopping (outdoor shopping center, mall)
- ☐ university/college
- ☐ architecture structure
- ☐ historical site
- ☐ cemetery
- ☐ museum
- ☐ public park
- ☐ highway road
- ☐ castle/ fortress
- ☐ sculptures
- ☐ round about
- ☐ parking lot/ yard/ fieled/ court
- ☐ heavy railway station
- ☐ light railway/ subway/ bus station
- ☐ airport
- ☐ sea
- ☐ river

- ☐ lake
- ☐ mountain
- ☐ forest
- ☐ tower
- ☐ high rise building (including sky scrapers)
- ☐ religious institution (church, synagogue, mosque)
- ☐ hospital
- ☐ library
- ☐ gas station
- ☐ Hotel

Other landmark (fill in with a comma " , " if you write more than one Landmark)

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In case navigation systems (e.g. Waze, Google Maps)) could use landmarks in the surroundings as part of their guidance, which of these landmarks you think will assist you orientate better in a **familiar** area? (choose at least 5 and no more than 8)

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