


## Online Video Streaming Services

Bitte wählen Sie eine Sprache aus. / Please choose a language.

☐ Deutsch

 English

## Page 1

Dear participants,

as part of my research project at the Heinrich Heine University Duesseldorf I'm analysing the user behaviour in online video streaming services.

The answering of the survey will only take a few minutes and is for people of every age.

I would appreciate if you answer the questions and send this survey to your friends and relatives.

The participation in this survey is anonymous and voluntary. The collected data will be treated strictly confidential and not contract out.

Thank you for your participation!

Jennifer Gutzeit

Please click "Next" to start the survey.

## Page 2

1. How often do you watch videos (movies, series, webvideos) online? \*

Daily      More than once  
                a week

Weekly      More than once  
                in a month

Once in a  
month

Less often      Never

☐      ☐      ☐      ☐      ☐      ☐

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2. Which video streaming services do you use?

Multiple answers are possible. \*

Video streaming services show videos that are available online at any time.

☐ Prime Video

☐ Maxdome

☐ Netflix

☐ Sky

☐ TV-media library

☐ YouTube

☐ I do **not** use video streaming services.

☐ Others:

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3. What devices do you use to watch videos on video streaming services and how often do you watch thereover? \*

Click on +1 to add further rows for Others:.

	Daily	More than once a week	Weekly	More than once in a month	Once in a month	Less often	Never
Computer/Laptop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TV/Smart-TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smartphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="text"/>							

#### 4. Where and how often do you watch videos? \*

Click on **+1** to add further rows for **Others:**.

[illegible]

5. How often do you watch videos alone and how often do you watch videos together with others? \*

[illegible]

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6. How often have you recommended videos to acquaintances/friends/relatives? \*

☐ Daily
 ☐ More than once a week
 ☐ Weekly
 ☐ More than once in a month
 ☐ Once in a month
 ☐ Less often
 ☐ Never before

7. How and how often do you receive recommendations for videos by others? \*

Others are both people out of your personal environment and for example influencer.

Influencer are people who are strongly represented on the internet and have an impact on other people. They are used for advertisement.

Click on **+1** to add further rows for **Others:**.

[illegible]

**8. Where and how often do you receive these recommendations?**

The gap between adjoining values in this scale is weighted equally. \*

Click on **+1** to add further rows for **Others:**.

[illegible]

9. How often do you watch recommendations by the video streaming services?

The gap between adjoining values in this scale is weighted equally. \*

At this are meant suggested videos that you will find in categories like "Recommended for you".

[illegible]

10. How often do you watch recommendations by others?

The gap between adjoining values in this scale is weighted equally. \*

Always  
(7)

Very often  
(6)

Often  
(5)

Occasionally  
(4)

Rarely  
(3)

Very rarely  
(2)

Never  
(1)

11. How often do you search for new videos?

The gap between adjoining values in this scale is weighted equally. \*

At this recommendations by the video streaming services and friends, etc. are excluded.

Always (7)	Very often (6)	Often (5)	Occasionally (4)	Rarely (3)	Very rarely (2)	Never (1)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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12. How old are you? \*

In years

Please choose...

13. What is your gender? \*

Please choose...

14. In which country do you live? \*

Please choose...

You have completed the survey. Thank you very much for your participation.  
You can now close the window.