Questionnaire for focus group participants (English translation)

Dear Sir or Madam,

At the InnoRenew Center of Excellence, we are conducting research on the use of mobile phone applications on excursions and trips, and on the interest in visiting cultural heritage monuments. The research is carried out within the project Protection of Bronze Monuments in a Changing Environment, managed by the Institute for the Protection of Cultural Heritage and financed by the Public Agency for Research of the Republic of Slovenia. The results of the research will help us understand the use of this technology and create mechanisms for involving the public in the protection of cultural heritage and develop a game designed to encourage the interaction of visitors with cultural heritage. We will classify users of various applications into four focus groups, within which we will have group conversations that will last about an hour and a half.

We invite you to fill in a screening questionnaire, on the basis of which we will assess whether you meet the conditions for inclusion and invite you to participate in a group discussion. All participants in the conversation will receive a practical gift in return for participating.

For more information about the project, please contact surveys@innorenew.eu.

Best regards,
Ana Slavec
InnoRenew CoE

Q1 - Where did you find the invitations to participate in the research?
 Several answers are possible
  On the FB page / group on the topic of the location game Geocahing
  On the FB page / group on the topic of the location game Pokemon Go
  On the FB page / group on the topic of trips / excursions / cities
  On the FB page / group of the university / research institution
  I received the invitation via e-mail
  Other:

Q2 - What mobile phone do you use (for private purposes)?
  Smartphone
  Mobile phone with basic functions
  I don't use a cell phone

Q3 - Do you work as a tour guide?
  Yes
  No

Q4 - Do you work in the field of market research?
  Yes
  No

(1) Q2 = [1] and Q3 = [2] and Q4 = [2]
Q5 - Have you used any of the listed types of apps on your smartphone this year?
 Several answers are possible
  Camera
  Location games (e.g. Geocaching, Pokemon Go ...)
  Travel apps (e.g. CultureTrip, TripAdvisor ...)
  Social networks (e.g. Facebook, Instagram, Twitter ...)
  Maps (e.g. Google Maps, Apple maps ....)
  None of the above
  No applications

(1) Q2 = [1] and Q3 = [2] and Q4 = [2]
Q6 - Please think about short trips (without overnight stays) on which you have visited a place. How many
     such trips did you make in 2019 in Slovenia and how many abroad?
0 excursions   1 excursion   2-5 excursions   6-9 excursions   More than 10 excursions
In Slovenia
Abroad

IF (1) Q2 = [1] and Q3 = [2] and Q4 = [2]
Q7 - Please think about trips (with at least one overnight stay) on which you have visited a city. How many
     such trips did you make in 2019 in Slovenia and how many abroad?
0 trips   1 trip   2-5 trips   6-9 trips   More than 10 trips
In Slovenia
Abroad

(1) Q2 = [1] and Q3 = [2] and Q4 = [2]
Q8 - Which applications did you use on trips or travels in 2019?
 Several answers are possible
  Camera
  Location game Geocaching
  Location game Pokemon Go
  Location game - other:
  Travel apps (e.g. CultureTrip, TripAdvisor ...)
  Social networks (e.g. Facebook, Instagram, Twitter ...)
  Maps (e.g. Google Maps, Apple maps ....)
  Other:
  Other:
  Other:
  No applications

(1) Q2 = [1] and Q3 = [2] and Q4 = [2]
Q9 - Gender
  Men
  Female

IF (1) Q2 = [1] and Q3 = [2] and Q4 = [2]
Q10 - Age
  18-24 years
  25-34 years
  35-44 years
  45-54 years
  55-64 years
  65 or more years

(2) Q5 = [Q5b]
Q11 - Would you be willing to attend a focus group on the use of mobile applications on excursions / trips, which would take place in the afternoon in Ljubljana or Koper?
Several answers are possible
  Yes, in Koper
  Yes, in Ljubljana
  No

IF (4) Q11 = [1]
Q12 - In order to send you an invitation with the exact date and location of the focus group, we need your personal information. We will keep them in accordance with the General Data Protection Regulation (GDPR) and use them only for the purpose of conducting the survey. We will not share them with third parties and we will permanently delete your personal data after the survey has been carried out.
_____
IF (4) Q11 = [1]
Q13 - Name and surname
_____

IF (4) Q11 = [1]
Q14 - Telephone number
_____

IF (4) Q11 = [1]
Q15 - E-mail address
_____

IF (7) Q2 = [2, -97] or Q3 = [1] or Q4 = [1] or Q11 = [2]
Q16 - Sorry, you are not eligible to participate in this survey.
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