Representative online study to evaluate the commitments proposed by Google as part of EU competition investigation AT. 39740-Google

*Report for Spain*

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Summary of findings
Summary of findings

1. Users to a large degree click on Google’s vertical results
   – Proposed labeling of rival results does not lead to users clicking on them considerably.

2. Users largely ignore the info icon
   – Proposed info icon does not lead to users clicking on them, even though they saw this icon in some context for the first time in this study.

3. Click behavior differs for desktop and mobile SERP layouts, but major findings hold true.
   – Differences may be explained with larger screen real estate for rival links in the mobile layout.

4. Even when explicitly asked to click on a rival vertical search engine, a large number of users is not able to fulfill the task
Research objective / topic of inquiry

How do internet users perceive the search result page layouts suggested by Google?

The online study is based on Google's suggestions for labeling its own vertical search services and the placement of topical rival offerings. With the assistance of search tasks and questionnaires, we will attempt to determine the perception and acceptance of the new content.
Method

Representative online survey of 1000 Spanish internet users*

- Part 1: Questions regarding the use of the Google search engine, the estimation of one's own research capabilities, and the familiarity with the various services provided by Google
- Part 2: Click study based on the screenshots provided by Google (adapted to the respective local language)
- Part 3: Post-test questions pertaining to the perception of the displayed content and the labeling of the search results pages

* Details on the design and execution of the study can be found in the Study Outline at the end of this report and in the appendix.
Part 1: Questions regarding the use of the Google search engine, the estimation of one's own research skills, and the familiarity with the various services provided by Google
Self-assessment of research skills in percent (n = 1000)

Question: How would you rate your own ability to do research using a web search engine such as Google? Please grade yourself.
Use of Google on devices

**Question:** Which devices do you use Google on?

- **Desktop computer:** 73.5%
- **Laptop:** 77.9%
- **Smartphone:** 57.4%
- **Tablet:** 24.9%
Question: Which of the items have you previously seen on the search results pages when using Google?
Contents of Google search results pages (2/4)

- Shopping results
- News
- Books
- Videos
- Images
- Scientific articles

Noticias sobre obama
Edward Snowden: Un espía 'estilo Mortadelo' motivado por su decepción con Obama
El Mundo.es - hace 17 horas
El espía desencantado con Obama Es casi imposible explicarse cómo alguien que suspendió el graduado escolar en EEUU acabó teniendo ...

HABLAR COMO OBAMA. El poder de comunicar y persuadir con firmeza y...
books.google.es/books?id=8496958967
Shel Leeman - 2005 - Vista previa - Más ediciones
Hablar como Obama proporciona las herramientas necesarias para influir cambios positivos en todos los niveles de su organización.

Obama protagonista de su propia "película" - BBC Mundo - Video y ...
m.bbc.co.uk/.../video/130428_video_obama_pelicula...
06/05/2013
Barack Obama presentó al sábado en la tradicional cana con corresponsales una parodia de la supuesta nueva ...

Imágenes de ranas
Informar sobre las imágenes

Catálogo taxonómico, biogeográfico y bibliográfico de las ranas de Venezuela

Citas Catálogo taxonómico, biogeográfico y bibliográfico de las ranas de Venezuela

DSpace/Manakin Repository. Login ... Some features of this site may not work without it. Catálogo taxonómico, biogeográfico y bibliográfico de las ranas de Venezuela ...

Citado por 96. Artículos relacionados. Las 5 versiones. Citar. Más +
Contents of Google search results pages

Maps

Bios of famous people

Addresses

Ads

Barack Obama

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Contents of Google search results pages (4/4)

**Question:**
Which of the items have you previously seen on the search results pages when using Google?
Part 2: Click study based on the screenshots provided by Google (adapted to the respective local language)
Design and execution for click tasks (1/2)

- Saving the search results pages for the search requests provided by Google in the Proposed Commitments.*

- Modification of the saved pages with highlighted passages and the layout from the Google Commitments in a desktop version, a laptop version, and a mobile layout for smartphone users.

- Definition of individual clickable areas to make it possible to describe where the study participants clicked and simulation of the hover texts for the information icons within the desktop layout.

- Randomization of the order of tasks and the respective layouts.

- Logging the clicks on the clickable areas as well as the interaction with an information icon (ℹ️), which promises to provide additional information on results from Google's vertical search services.

- Counting the clicks on the clickable areas.

* http://ec.europa.eu/competition/antitrust/cases/dec_docs/39740/39740_8608_5.pdf
Design and execution for click tasks (2/2)

- All tasks are assigned in random order.
- Both layouts are displayed for each task in random order.
- A click on a result on the displayed pages leads to the next task until all tasks have been completed.
1. Let's assume you would like to find information on single lens reflex cameras and compare prices. Google gives you the following results for your search.

What would you spontaneously click on?

2. Let's assume you would like to find information on restaurants close to you. Searching with Google gives you the following results.
Tasks (2/2)

3 You would like to find information on current news stories about the current US president, Barack Obama. Searching Google gave you the following results.

What would you spontaneously click on?

4 You would like to find pictures of frogs. Searching Google gives you the following results.

What would you spontaneously click on?
Task 1: DSLR camera
Hover effect for the information icons

Desktop layout

Information icon with hover text
Clickable areas

**Desktop layout**

**Mobile layout**

- Information icon with hover text
- Google Ads
- Information icon with hover text
- Google shopping results
- Rival links
- Organic results
Clickable areas with additional information displayed

Desktop layout

- Google shopping results
- Rival links
- Information icon with hover text
- Close icon
- Close button

Mobile layout

- Organic results

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Clickable areas with rival links

Mobile layout
Logged clicks (desktop layout)

Desktop Layout

Total number of clicks:
1000

Number of clicks on shopping results and links to rival offerings: 590

Almost all of the clicks were on organic results and Google shopping results (99.7%).
## Clicks on rival offerings (desktop layout)

<table>
<thead>
<tr>
<th>RICOH</th>
<th>OCU</th>
<th>Ciao</th>
<th>Total number of clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>
Logged clicks (mobile layout)

Mobile layout

- 507 clicks (50.7%)
- 341 clicks (34.1%)
- 150 clicks (15.0%)
- 0 clicks (0.0%)

Most of the clicks were on ads and Google shopping results (84.8%).

Number of clicks on shopping results and links to rival offerings: 343

Total number of clicks 1000
<table>
<thead>
<tr>
<th>RICOH</th>
<th>OCU</th>
<th>Ciao</th>
<th>Total number of clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>
The majority of users did not click on rival offerings.

<table>
<thead>
<tr>
<th></th>
<th>Google Shopping results</th>
<th>Organic results</th>
<th>Rival links</th>
<th>Info icon</th>
<th>Close Button (rival links)</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop</strong></td>
<td>587</td>
<td>410</td>
<td>3</td>
<td>0</td>
<td>n/a</td>
<td>1000</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>341 (+ 507 on ad)</td>
<td>150</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1004</td>
</tr>
</tbody>
</table>
Task 2: restaurants
Hover effect for the information icons

Desktop layout

Information icon with hover text
Clickable areas

**Desktop layout**

- Google places results
- Information icon with hover text
- Organic result
- Rival links

**Mobile layout**

- Google places search results
- Organic result
- Rival links

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Hochschule für Angewandte Wissenschaften Hamburg

Hamburg University of Applied Sciences
Clickable areas with rival links

Mobile layout

Rival links

Close button
Logged clicks (desktop layout)

Total number of clicks: 1000

Number of clicks on places results and links to rival offerings: 330

Most of the clicks were on organic results and Google places results (97.1%).
## Clicks on rival offerings (desktop layout)

<table>
<thead>
<tr>
<th></th>
<th>ViaMichelin</th>
<th>Respsol</th>
<th>WikiLoc</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>28</td>
<td>1</td>
<td>0</td>
<td>29</td>
</tr>
</tbody>
</table>
Logged clicks (mobile layout)

Total number of clicks: 1000

Number of clicks on places results and links to rival offerings: 343

Most of the clicks were on organic results and Google places results (99.6%).

657 clicks (65.7%)

4 clicks (0.4%), 2 clicks (0.2%) on close button

339 clicks (33.9%)

2 clicks (0.2%)
<table>
<thead>
<tr>
<th></th>
<th>ViaMichelin</th>
<th>Respsol</th>
<th>WikLoc</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks on</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>rival</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>offerings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(mobile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>layout)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The majority of users did not click on rival offerings.

<table>
<thead>
<tr>
<th></th>
<th>Google Places results</th>
<th>Organic results</th>
<th>Rival links</th>
<th>Info icon</th>
<th>Close Button (rival links)</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Desktop</strong></td>
<td>301</td>
<td>670</td>
<td>29</td>
<td>1</td>
<td>n/a</td>
<td>1001</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>339</td>
<td>657</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1004</td>
</tr>
</tbody>
</table>
Task 3: Obama
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Logged clicks (desktop layout)

- Total number of clicks: 1000
- Most of the clicks were on organic results and news results.

<table>
<thead>
<tr>
<th>Organic Result Position</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>324</td>
</tr>
<tr>
<td>2</td>
<td>97</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>96</td>
</tr>
</tbody>
</table>
Logged clicks (mobile layout)

Mobile layout

Google search for "obama"

- Noticias sobre Obama (0 clicks, 0.0%)
  - Edward Snowden: Un espía "sabio Mortadelo" motivado por su...
  - El Mundo es - hace 17 horas
  - El espía desencantado con Obama Es casi imposible explicarse cómo agüen que ...

- BarackObama.com en Español — Barack Obama
  - www.barackobama.com/es/
  - 07/11/2012 — Visit the site for the latest updates from the Obama campaign, including news, videos, ...
  - Barack Obama - Wikipedia, la enciclopedia libre
  - es.wikipedia.org/wiki/Barack_Obama
  - Obama asistió a escuelas locales en Yakarta hasta que cumplió los diez años. Luego regresó a vivir en ...
  - Biografía - Carrera política

- All the clicks were on organic results and news results.

Total number of clicks: 1000

- 509 clicks (50.9%)
- 491 clicks (49.1%)
- 0 clicks (0.0%)
The majority of users ignored the information icon.

<table>
<thead>
<tr>
<th></th>
<th>Google News results</th>
<th>Organic results</th>
<th>Knowledge Graph</th>
<th>Info icon</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>377</td>
<td>544 (324 of these on the first organic result)</td>
<td>79</td>
<td>1</td>
<td>1001</td>
</tr>
<tr>
<td>Mobile</td>
<td>509</td>
<td>491</td>
<td>n/a</td>
<td>0</td>
<td>1000</td>
</tr>
</tbody>
</table>
Task 4: Frogs
Clickable areas with additional information displayed

Desktop layout

Mobile layout

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Logged clicks (desktop layout)

Desktop layout

Total number of clicks: 1000

Most of the clicks were on organic results and image results.

- 738 clicks (73.8%)
- 251 clicks (25.1%)
- 11 clicks (1.1%)
- 1 clicks (0.1%)

Logged clicks (desktop layout)
Logged clicks (mobile layout)

Mobile layout

- 2 clicks (0.2%)
- 131 clicks (13.1%)
- 217 clicks (21.7%)
- 1 clicks (0.1%)
- 598 clicks (59.8%)

Total number of clicks: 1000

Most of the clicks were on organic results and image results.
The majority of users click on images.

<table>
<thead>
<tr>
<th></th>
<th>Google Image results</th>
<th>Organic results</th>
<th>Google Knowledge Graph</th>
<th>Info icon</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>738</td>
<td>251</td>
<td>11</td>
<td>1</td>
<td>1001</td>
</tr>
<tr>
<td>Mobile</td>
<td>598 (+ 131 on ad)</td>
<td>217</td>
<td>n/a</td>
<td>3</td>
<td>1003</td>
</tr>
</tbody>
</table>
Supplemental tasks to assess the perception and usage of competing offers placed on Google results pages
Additional tasks: Methods

- Use of click dummies from task 1 (product search) and test 2 (local search) within the desktop layout
- Users are instructed to click on the search results pages of one of the competing search engines
  - Example task 1: "Now you will see another search results page for the search about the digital single lens reflex camera. Please look for a link within these results that will take you to a comparison shopping engine and click on it."
- If the user selects Google as the comparison shopping engine, the task is repeated.

```
Search results page with Google Shopping or Google Places

Click on Google results?

Yes

Additional search results page with Google Shopping or Google Places

No

End
```
Additional task 1: DSLR camera
Shopping results and rival links
A large number of users continue to click on Google shopping even when they are prompted a second time to click on a competing offer.

**Initial request to click (n = 1000)**

<table>
<thead>
<tr>
<th></th>
<th>1st step</th>
<th>2nd step</th>
<th>Percentage after the second step</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks on Google Shopping</td>
<td>409 (40.9%)</td>
<td>136 (33.3%)</td>
<td></td>
</tr>
<tr>
<td>Clicks on rival search engine</td>
<td>64 (6.4%)</td>
<td>27 (6.6%)</td>
<td>91 (9.1%)</td>
</tr>
</tbody>
</table>
Additional task 2: restaurants
Google places results and rival links
A large number of users continue to click on Google shopping even when they are prompted a second time to click on a competing offer.

### Initial request to click (n = 1000)

<table>
<thead>
<tr>
<th></th>
<th>1st step</th>
<th>2nd step</th>
<th>Percentage after the second step</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks on Google Places</td>
<td>424 (42.4%)</td>
<td>120 (28.3%)</td>
<td></td>
</tr>
<tr>
<td>Clicks on rival search engine</td>
<td>128 (12.8%)</td>
<td>163 (38.4%)</td>
<td>281 (28.1%)</td>
</tr>
</tbody>
</table>
Part 3: Post-test questions pertaining to the perception of the displayed content and the labeling of the search results pages
Post-test questionnaire

- Post-test questionnaire on the types of results and designations noticed during the click study
  - A question regarding the labeling of the results types
  - A question on the pictograms used in the search results pages
- In both cases, actually existing labels as well as imagined labels were reported.
- The order of the results types and pictograms presented was randomized.
- Evaluation for two conditions: 1. without tolerance threshold, 2. with tolerance threshold (an incorrect answer is tolerated).
Perception of the result type labeling on the search results pages

**Question:** Which of the following labels and/or content on the results page did you notice when completing the tasks?

**Possible answers (multiple answers possible):**
1. advertisements
2. paid results
3. sponsored links
4. images of
5. Google Maps search
6. videos of
7. news about
8. Google Shopping results for
9. show all results
10. related searches
11. Safe Search
12. Other sites
13. I didn't see any of the listed content items.

Most users were able to name at least one of the labels. But only a few users were able to completely name all the labels correctly.
Question: Which of the following icons did you see when completing the assigned tasks?

Possible answers:

1 – 
2 – 
3 – 
4 – (incorrect response) 
5 – (incorrect response) 
6 – (incorrect response)
7 – (incorrect response) 
8 – None of the icons listed

Most users were able to name at least one of the pictograms. But only a few users were able to completely name all the pictograms correctly.
Appendix
### Research objectives

Verification of the search results page layouts suggested by Google with respect to:
- the selection behavior of Spanish internet users for desktop and mobile search
- how the labels used are perceived

### Method

- Online survey with search tasks
  - Pre-test and post-test questionnaires
  - The study's main component was carried out as an interactive click study on the search results page layout suggested by Google for the following searches:
    - dslr camera (product search scenario)
    - restaurants (local search scenario)
    - Obama (news search scenario)
    - frogs (image search scenario)

### Sample

- A representative sample of 1000 Spanish internet users

### Fieldwork and tests conducted

- June 17-23, 2013
- Survey conducted by eResult GmbH, Göttingen, Germany
# Pre-test questionnaire

1. Have you used the Google search engine in the past three months?  
   - 1= yes  
   - 2= no

2. How would you rate your own ability to use a web search engine such as Google? Please grade yourself.  
   - 1 = very good  
   - 2 = good  
   - 3 = satisfactory  
   - 4 = sufficient  
   - 5 = deficient  
   - 6 = inadequate

3. Which devices do you use Google on?  
   - 1 = desktop computers (at home or in the office)  
   - 2 = laptop  
   - 3 = smartphone  
   - 4 = tablet  
   - 5 = other, specifically … (open-ended response)

4. Which of the following types of content have you seen on search results pages when using Google in the past?  
   - 1 = advertisements  
   - 2 = shopping results  
   - 3 = images  
   - 4 = videos  
   - 5 = scientific articles  
   - 6 = books  
   - 7 = maps  
   - 8 = news  
   - 9 = addresses  
   - 10 = bios of famous people  
   - 11 = none of the above content types
Appendix 2: Complete questionnaire (English; 2/5)

### Task group 1

<table>
<thead>
<tr>
<th></th>
<th>Let's assume you would like to find information on single lens reflex cameras and compare prices. Google gives you the following results for your search. What would you spontaneously click on?</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Let's assume you would like to find information on restaurants close to you. Searching with Google gives you the following results. What would you spontaneously click on?</td>
</tr>
<tr>
<td>6</td>
<td>You would like to find information on current news stories about the current US president, Barack Obama. Searching Google gave you the following results. What would you spontaneously click on?</td>
</tr>
<tr>
<td>7</td>
<td>You would like to find pictures of frogs. Searching Google gives you the following results. What would you spontaneously click on?</td>
</tr>
</tbody>
</table>
### Appendix 2: Complete questionnaire
(English; 3/5)

#### Task group 2

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Now you will see another search results page for the search about the digital single lens reflex camera. Please look for a link within these results that will take you to a comparison shopping engine and click on it.</td>
</tr>
<tr>
<td>(9a)</td>
<td>Task 9 is repeated if Google is selected as the comparison shopping engine. (If Google is selected again, go to next task/question.)</td>
</tr>
<tr>
<td>10</td>
<td>Here you will see another search results page for the restaurant search. Please look for a link within these results that will take you to an online map service and click on it.</td>
</tr>
<tr>
<td>(10a)</td>
<td>Task 10 is repeated if Google is selected as the online map service. (If Google is selected again, go to next task/question.)</td>
</tr>
</tbody>
</table>
### Post-test questionnaire

<table>
<thead>
<tr>
<th>11</th>
<th>Please recall for a moment the tasks which you have completed. Which of the following labels and/or content on the results page did you notice when completing the tasks?</th>
<th>Response choices (multiple responses possible — choices are randomized): 1 = advertisements 2 = paid results 3 = sponsored links 4 = images of 5 = Google Maps search 6 = videos of 7 = news about 8 = Google Shopping results for 9 = show all results 10 = related searches 11 = Safe Search 12 = I didn’t see any of the listed content items.</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Which of the following icons did you see when completing the tasks?</td>
<td>Response choices (multiple responses possible — choices are randomized): 1 = 2 = 3 = 4 = 5 = 6 = 7 = 8 = None of the icons listed</td>
</tr>
</tbody>
</table>

- 1 = advertisements
- 2 = paid results
- 3 = sponsored links
- 4 = images of
- 5 = Google Maps search
- 6 = videos of
- 7 = news about
- 8 = Google Shopping results for
- 9 = show all results
- 10 = related searches
- 11 = Safe Search
- 12 = I didn’t see any of the listed content items.
## Appendix 2: Complete questionnaire (English; 5/5)

### Demographic data

<table>
<thead>
<tr>
<th>Question</th>
<th>Description</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Please indicate your gender</td>
<td>1 = female, 2 = male</td>
</tr>
<tr>
<td>14</td>
<td>Please provide your age</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Please select the highest level of education you have completed</td>
<td>1 = none, 2 = Hauptschulabschluss (lower secondary education level), 3 = mittlere Reife (secondary education, high school diploma)</td>
</tr>
<tr>
<td>16</td>
<td>Please select your current employment status</td>
<td>1 = attending vocational training or university, 2 = employed, 3 = not seeking employment or unemployed</td>
</tr>
</tbody>
</table>
### Pre-test questionnaire

<table>
<thead>
<tr>
<th></th>
<th>Pre-test questions</th>
<th>Options</th>
</tr>
</thead>
</table>
| 1 | ¿Ha utilizado el buscador de Google en los últimos tres meses?                                                                        | 1 = sí  
                                            2 = no                                                                  |
| 2 | ¿Cómo evalúa usted sus habilidades para realizar búsquedas en un buscador como por ejemplo Google? Por favor, indique una nota.            | 1 = muy bien  
                                            2 = bien  
                                            3 = satisfactorio  
                                            4 = suficiente  
                                            5 = insuficiente  
                                            6 = deficiente |
| 3 | ¿En qué aparatos usa usted Google?                                                                                                       | 1 = ordenador de mesa (en casa o en la oficina)  
                                            2 = portátil  
                                            3 = smartphone  
                                            4 = tableta  
                                            5 = otros, por ejemplo, … |
| 4 | ¿Cuál de los contenidos indicados ha visto usted hasta ahora en las páginas de resultados de búsquedas al utilizar Google? (Es posible seleccionar varias respuestas) | 1 = anuncios  
                                            2 = resultados Shopping  
                                            3 = imágenes  
                                            4 = vídeos  
                                            5 = artículos científicos  
                                            6 = libros  
                                            7 = mapas  
                                            8 = noticias  
                                            9 = direcciones  
                                            10 = biografías breves sobre personalidades  
                                            11 = ninguno de los contenidos mencionados |
## Task group 1

<table>
<thead>
<tr>
<th>Núm.</th>
<th>Text</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Imagínese que desea informarse sobre cámaras réflex y comparar precios. Google le ofrece los siguientes resultados para su búsqueda.</td>
<td>¿Dónde haría usted clic espontáneamente?</td>
</tr>
<tr>
<td>6</td>
<td>Suponiendo que usted quiere informarse sobre restaurantes en las proximidades. La búsqueda con Google le ofrece al respecto los siguientes resultados.</td>
<td>¿Dónde haría usted clic espontáneamente?</td>
</tr>
<tr>
<td>7</td>
<td>Quiere obtener información sobre noticias actuales relacionadas con el Presidente en ejercicio de EE.UU., Obama. Una búsqueda con Google le lleva a los siguientes resultados.</td>
<td>¿Dónde haría usted clic espontáneamente?</td>
</tr>
<tr>
<td>8</td>
<td>Le gustaría encontrar imágenes de ranas. La búsqueda en Google le ofrece los siguientes resultados.</td>
<td>¿Dónde haría usted clic espontáneamente?</td>
</tr>
</tbody>
</table>
### Appendix 3: Complete questionnaire (Spanish; 3/5)

#### Task group 2

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9</strong></td>
<td>Usted vuelve a ver una página de resultados de la búsqueda de una cámara réflex.</td>
<td><strong>(9a)</strong> Se ha decidido de nuevo por los resultados de Google Shopping. Busque entre los resultados otro proveedor para una búsqueda de producto.</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>Aquí encuentra usted otra vez una página de resultados para la búsqueda de restaurantes.</td>
<td><strong>(10a)</strong> Se ha decidido de nuevo por los resultados de Google Places. Busque entre los resultados otro proveedor que ofrezca servicios de mapas.</td>
</tr>
</tbody>
</table>
### Post-test questionnaire

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
</table>
| **11** | Piense de nuevo en el ejercicio que acaba de hacer. Definir la señalización… ¿Cuál de las siguientes señalizaciones o contenidos de las páginas de resultados le han llamado la atención al realizar las actividades? (Es posible seleccionar varias respuestas) | 1 = anuncios  
2 = resultados de pago  
3 = enlaces esponsorizados  
4 = imágenes  
5 = búsqueda de Google Maps  
6 = vídeos  
7 = noticias  
8 = resultados de Google Shopping para  
9 = mostrar todos los resultados  
10 = búsquedas similares  
11 = filtros de seguridad familiar  
12 = no he visto ninguno de los contenidos enumerados. |
| **12** | ¿Cuál de los siguientes símbolos ha visto usted mientras realizaba las actividades? | 1 = ![símbolo 1]  
2 = ![símbolo 2]  
3 = ![símbolo 3]  
4 = ![símbolo 4]  
5 = ![símbolo 5]  
6 = ![símbolo 6]  
7 = ![símbolo 7]  
8 = ninguno de los símbolos especificados |
### Demographic data

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Indique su sexo.</td>
<td>1 = mujer, 2 = hombre</td>
</tr>
<tr>
<td>14</td>
<td>Indique su edad.</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Seleccione el máximo nivel de estudios alcanzado correspondiente.</td>
<td>1 = ninguno, 2 = educación básica, 3 = educación secundaria, 4 = bachillerato, 5 = educación superior</td>
</tr>
<tr>
<td>16</td>
<td>Seleccione el máximo nivel profesional alcanzado correspondiente.</td>
<td>1 = estudiante, 2 = actividad profesional o laboral, 3 = ninguna actividad o ya no en activo</td>
</tr>
</tbody>
</table>