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

Report for France

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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 French 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)

- Very good: 41%
- Good: 41%
- Satisfactory: 13%
- Sufficient: 4%
- Deficient: 1%
- Inadequate: 0%

**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?

<table>
<thead>
<tr>
<th>Device</th>
<th>Usage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop computer</td>
<td>71.1</td>
</tr>
<tr>
<td>Laptop</td>
<td>69.1</td>
</tr>
<tr>
<td>Smartphone</td>
<td>34.4</td>
</tr>
<tr>
<td>Tablet</td>
<td>21.8</td>
</tr>
</tbody>
</table>
Contents of Google search results pages

(1/4)

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)
Contents of Google search results pages (3/4)

Maps
Bios of famous people
Addresses
Ads
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.
Tasks (1/2)

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

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**Desktop layout**

- Google search bar
- Google search results
- Information icon with hover text
- Google Ads
- Google shopping results
- Rival links
- Organic results

---

**Mobile layout**

- Google search bar
- Google search results
- Information icon with hover text
- Google Ads
- Google shopping results
- Rival links
- Organic results

---

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Clickable areas with additional information displayed

Desktop layout

Mobile layout

Information icon with hover text
Close icon
Google shopping results
Rival links
Close button
Organic results
Clickable areas with rival links

Mobile layout

- Rival links
- Close button
Logged clicks (desktop layout)

Desktop layout

Total number of clicks: 1000

Number of clicks on shopping results and links to rival offerings: 721

Most of the clicks were on organic results and Google shopping results (94.6%).

0 clicks (0.0%)

667 clicks (66.7%)

54 clicks (5.4%)

279 clicks (27.9%)
Clicks on rival offerings (desktop layout)

<table>
<thead>
<tr>
<th>Leguide</th>
<th>Twenga</th>
<th>Kelkoo</th>
<th>Total number of clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>4</td>
<td>0</td>
<td>36</td>
</tr>
</tbody>
</table>
Logged clicks (mobile layout)

Mobile layout

- 0 clicks (0.0%)
- 268 clicks (26.8%)
- 1 clicks (0.1%)
- 494 clicks (49.4%)
- 41 clicks (4.1%), 12 clicks (1.2%) on close button
- 197 clicks (19.7%)

Total number of clicks 1000
Number of clicks on shopping results and links to rival offerings: 535

Majority of the clicks were on organic results and Google shopping results (69.1%).
Clicks on rival offerings (mobile layout)

<table>
<thead>
<tr>
<th></th>
<th>Leguide</th>
<th>Twenga</th>
<th>Kelkoo</th>
<th>Total number of clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>4</td>
<td>15</td>
<td></td>
<td>41</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>Desktop</td>
<td>667</td>
<td>279</td>
<td>54</td>
<td>0</td>
<td>n/a</td>
<td>1000</td>
</tr>
<tr>
<td>Mobile</td>
<td>494 (+ 268 on ad)</td>
<td>197</td>
<td>41</td>
<td>1</td>
<td>12</td>
<td>1013</td>
</tr>
</tbody>
</table>
Task 2: restaurants
Representative online study to evaluate the commitments proposed by Google as part of EU competition investigation AT.39740-Google
Clickable areas

Mobile layout

Desktop layout

Information icon with hover text

Organic result

Google places results

Rival links

Rival links

Organic result

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Clickable areas with additional information displayed

Lewandowski, Sünkler: Representative online study to evaluate the commitments proposed by Google as part of EU competition investigation AT.39740-Google
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: 254

Most of the clicks were on organic results and Google Places results (96.2%).

Logged clicks (desktop layout)
<table>
<thead>
<tr>
<th>ViaMichelin</th>
<th>Mappy</th>
<th>Caradisiac</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>29</td>
<td>6</td>
<td>3</td>
<td>38</td>
</tr>
</tbody>
</table>
Logged clicks (mobile layout)

Total number of clicks: 1000

Number of clicks on places results and links to rival offerings: 984

Most of the clicks were on organic results and Google Places results (98.4%).

745 clicks (74.5%)

16 clicks (1.6%), 4 clicks (0.4%) on close button

0 clicks (0.0%)

239 clicks (23.9%)
## Clicks on rival offerings (mobile layout)

<table>
<thead>
<tr>
<th>ViaMichelin</th>
<th>Mappy</th>
<th>Caradisiac</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>2</td>
<td>0</td>
<td>16</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>216</td>
<td>746</td>
<td>38</td>
<td>0</td>
<td>n/a</td>
<td>1000</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>239</td>
<td>745</td>
<td>16</td>
<td>0</td>
<td>4</td>
<td>1004</td>
</tr>
</tbody>
</table>
Task 3: Obama
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Lewandowski, Sünkler: Representative online study to evaluate the commitments proposed by Google as part of EU competition investigation AT.39740-Google
Clickable areas with additional information displayed

Desktop layout

Mobile layout

Information Icon with hover text

Organic results

Close icon

Close button

News results

Knowledge Graph

Organic results
Logged clicks (desktop layout)

Total number of clicks: 1000

Most of the clicks were on organic results.

<table>
<thead>
<tr>
<th>Organic Result Position</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>647</td>
</tr>
<tr>
<td>2</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>23</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>39</td>
</tr>
<tr>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

Most of the clicks were on organic results.
Logged clicks (mobile layout)

Total number of clicks: 1000

All clicks were on organic results and news results.

0 clicks (0.0%)

247 clicks (24.7%)

753 clicks (75.3%)

Mobile layout

Lewandowski, Sünkler: Representative online study to evaluate the commitments proposed by Google as part of EU competition investigation AT.39740-Google
Summary of clicks (desktop vs. mobile layout)

<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>127</td>
<td>741 (647 of these on the first organic result)</td>
<td>132</td>
<td>0</td>
<td>1000</td>
</tr>
<tr>
<td>Mobile</td>
<td>247</td>
<td>753</td>
<td>n/a</td>
<td>0</td>
<td>1000</td>
</tr>
</tbody>
</table>

The majority of users ignored the information icon.
Task 4: Frogs
Hover effect for the information icons

Desktop layout

Information icon with hover text
Clickable areas with additional information displayed.

Desktop layout:

- Google search bar
- Images, Maps, and Web options
- Knowledge links
- Organic results
- Image results
- Close icon

Mobile layout:

- Google search bar
- Images, Videos, and Web options
- Knowledge links
- Organic results
- Image results
- Close button

Hochschule für Angewandte Wissenschaften Hamburg
Hamburg University of Applied Sciences
Logged clicks (desktop layout)

Desktop layout

Total number of clicks: 1000

Nearly all of the clicks were on organic results and image results.

Total number of clicks: 1000

602 clicks (60.2%)

394 clicks (39.4%)

1 click (0.1%)

4 clicks (0.4%)

Logged clicks (desktop layout)

Nearly all of the clicks were on organic results and image results.

Total number of clicks: 1000

602 clicks (60.2%)

394 clicks (39.4%)

1 click (0.1%)

4 clicks (0.4%)

Logged clicks (desktop layout)

Nearly all of the clicks were on organic results and image results.

Total number of clicks: 1000

602 clicks (60.2%)

394 clicks (39.4%)

1 click (0.1%)

4 clicks (0.4%)

Logged clicks (desktop layout)

Nearly all of the clicks were on organic results and image results.

Total number of clicks: 1000

602 clicks (60.2%)

394 clicks (39.4%)

1 click (0.1%)

4 clicks (0.4%)

Logged clicks (desktop layout)

Nearly all of the clicks were on organic results and image results.

Total number of clicks: 1000

602 clicks (60.2%)

394 clicks (39.4%)

1 click (0.1%)

4 clicks (0.4%)

Logged clicks (desktop layout)

Nearly all of the clicks were on organic results and image results.

Total number of clicks: 1000

602 clicks (60.2%)

394 clicks (39.4%)

1 click (0.1%)

4 clicks (0.4%)
Logged clicks (mobile layout)

Mobile layout

- 1 clicks (0.1%)
- 100 clicks (10.0%)
- 356 clicks (58.8%)
- 0 clicks (0.0%)
- 544 clicks (54.4%)

Total number of clicks: 1000

Most of the clicks were on organic results and image results (90.0%).
Summary of clicks (desktop vs. mobile layout)

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>602</td>
<td>394</td>
<td>4</td>
<td>1</td>
<td>1001</td>
</tr>
<tr>
<td>Mobile</td>
<td>544 (+ 100 on ad)</td>
<td>356</td>
<td>n/a</td>
<td>1</td>
<td>1001</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.
Additional task 1: DSLR camera
Shopping results and rival links

Google shopping results

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.

<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>452 (45.2%)</td>
<td>259 (57.3%)</td>
<td></td>
</tr>
<tr>
<td>Clicks on rival search engine</td>
<td>228 (22.8%)</td>
<td>42 (9.3%)</td>
<td>270 (27.0%)</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>294 (29.4%)</td>
<td>102 (34.7%)</td>
<td></td>
</tr>
<tr>
<td>Clicks on rival search engine</td>
<td>288 (28.8%)</td>
<td>126 (42.9%)</td>
<td>324 (32.4%)</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.
Perception of the pictograms on the search results pages

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 French 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 French internet users

### Fieldwork and tests conducted

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

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Response Options</th>
</tr>
</thead>
</table>
| 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   |
## Task group 1

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>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?</td>
</tr>
<tr>
<td>6</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>7</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>8</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>
## Task group 2

<table>
<thead>
<tr>
<th>9</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<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></th>
<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></td>
<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>
**Demographic data**

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

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
</table>
| 1 | Avez-vous utilisé le moteur de recherche Google dans les 3 derniers mois?                         | 1 = oui  
2 = non                                                       |
| 2 | Comment évaluez-vous vos compétences lors de la recherche sur un moteur de recherche Internet tel que par ex. Google? Merci de bien vouloir vous donner une note. | 1 = très bonnes  
2 = bonnes  
3 = satisfaisantes  
4 = suffisantes  
5 = mauvaises  
6 = insatisfaisantes |
| 3 | Sur quels appareils utilisez-vous Google?                                                         | 1 = Ordinateur (à la maison ou au bureau)  
2 = Ordinateur portable  
3 = Smartphone  
4 = Tablette  
5 = Autre(s), précisez … |
| 4 | Quels sont les contenus que vous avez vus sur les pages de résultats lors de votre utilisation de Google? (plusieurs réponses possibles) | 1 = Annonces  
2 = Résultats commerciaux  
3 = Photos  
4 = Vidéos  
5 = Articles scientifiques  
6 = Livres  
7 = Cartes  
8 = Nouvelles/Informations  
9 = Adresses  
10 = Courtes biographies de personnalités  
11 = Aucune des matières susmentionnées |
### Task group 1

<table>
<thead>
<tr>
<th></th>
<th>Imaginez que vous souhaitez vous informer sur les appareils photo reflex et comparer les prix. Google vous donne les résultats suivants pour votre recherche. Où cliqueriez-vous spontanément?</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Imaginez que vous souhaitez vous informer sur les restaurants de votre région. La recherche Google vous a fourni les résultats suivants. Où cliqueriez-vous spontanément?</td>
</tr>
<tr>
<td>6</td>
<td>Vous voulez en savoir plus sur l’actuel Président américain Obama. Une recherche sur Google vous a conduit aux résultats suivants. Où cliqueriez-vous spontanément?</td>
</tr>
<tr>
<td>7</td>
<td>Vous voulez trouver des images de grenouilles. La recherche Google vous affiche les résultats suivants. Où cliqueriez-vous spontanément?</td>
</tr>
</tbody>
</table>
Task group 2

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Vous voyez à nouveau une page de résultats de recherche concernant un appareil photo reflex numérique. Veuillez trouver dans ces résultats, un lien qui vous mène à un comparateur de produits et cliquez sur ce lien.</td>
</tr>
<tr>
<td>(9a)</td>
<td>Vous avez une fois de plus opté pour les résultats de Google Shopping. Veuillez s’il vous plaît rechercher un fournisseur de produits dans les résultats affichés.</td>
</tr>
<tr>
<td>10</td>
<td>Ici, vous voyez encore une fois, une page de résultats concernant la recherche de restaurants. Veuillez s’il vous plaît rechercher dans ces résultats, un lien qui vous mènera à un service de carte et cliquez sur ce lien.</td>
</tr>
<tr>
<td>(10a)</td>
<td>Veuillez s’il vous plaît rechercher dans les résultats un autre fournisseur de service de carte dans les résultats affichés.</td>
</tr>
</tbody>
</table>
### Post-test questionnaire

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
</table>
| 11| Pensez encore une fois aux tâches que vous venez d’effectuer.            | 1 = Annonces  
2 = Résultats payants  
3 = Liens sponsorisés  
4 = Photos concernant  
5 = Recherche Google Maps  
6 = Vidéos concernant  
7 = Nouvelles/Informations concernant  
8 = Résultats Google Shopping concernant  
9 = Afficher tous les résultats  
10 = Recherches similaires  
11 = Filtre Familial  
12 = Je n’ai vu aucun des contenus listés. |
|   | Définir l’identificateur...  
Quels identificateurs et/ou contenus suivants avez-vous remarqués sur les pages de résultats lorsque vous avez effectué lesdites tâches? (plusieurs réponses possibles) | 1 = Annonces  
2 = Résultats payants  
3 = Liens sponsorisés  
4 = Photos concernant  
5 = Recherche Google Maps  
6 = Vidéos concernant  
7 = Nouvelles/Informations concernant  
8 = Résultats Google Shopping concernant  
9 = Afficher tous les résultats  
10 = Recherches similaires  
11 = Filtre Familial  
12 = Je n’ai vu aucun des contenus listés. |
| 12| Quels sont les symboles que vous avez vus lorsque vous avez effectué vos tâches? (plusieurs réponses possibles) | 1 =  
2 =  
3 =  
4 =  
5 =  
6 =  
7 =  
8 = Aucun des symboles présentés |
## Demographic data

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Merci de bien vouloir préciser votre genre.</td>
<td>1 = femme&lt;br&gt;2 = homme</td>
</tr>
<tr>
<td>14</td>
<td>Merci de bien vouloir entrer votre âge.</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Veuillez s’il vous plaît sélectionner votre plus haut niveau d’éducation.</td>
<td>1 = Aucun&lt;br&gt;2 = Certificat de fin d’études primaires&lt;br&gt;3 = Brevet&lt;br&gt;4 = Baccalauréat&lt;br&gt;5 = Diplôme universitaire</td>
</tr>
<tr>
<td>16</td>
<td>Veuillez s’il vous plaît indiquer votre statut professionnel.</td>
<td>1 = En formation et respectivement étudiant(e)&lt;br&gt;2 = Employé(e)&lt;br&gt;3 = Sans emploi ou à la retraite</td>
</tr>
</tbody>
</table>