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

Report for Italy

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06-26-2013

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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 Italian 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
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: 55%
- Good: 35%
- Satisfactory: 8%
- Sufficient: 2%
- Deficient: 0%
- 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?

- Desktop computer: 73,5%
- Laptop: 75,7%
- Smartphone: 47,1%
- Tablet: 25,5%
Contents of Google search results pages

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

Barack Obama
Barack Hussein Obama II è un politico statunitense, 44° e attuale presidente degli Stati Uniti d'America. Wikipedia

Nikon D5000 - Fotocamere a prezzi imbattibili
www.ciao.it/Nikon+D5000
Comparà prezzi e risparmia!
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.
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?

Let's assume you would like to find information on restaurants close to you. Searching with Google gives you the following results.
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**

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

**Mobile layout**

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

**Desktop layout**

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

**Mobile layout**

- Organic results
- Rival links
- Close icon

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Clickable areas with rival links

Mobile layout

![Image of a mobile layout with a search bar and clickable areas with rival links and a close button.]
Logged clicks (desktop layout)

Desktop layout

Total number of clicks: 1000

Number of clicks on shopping results and links to rival offerings: 711

Most of the clicks were on organic results and Google shopping results (92,1%).

632 clicks (63.2%)

289 clicks (28.9%)

79 clicks (7.9%)

0 clicks (0%)
### Clicks on rival offerings (desktop layout)

<table>
<thead>
<tr>
<th></th>
<th>Idealo</th>
<th>Confrontoprezzi</th>
<th>Ciao</th>
<th>Total number of clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>62</td>
<td>15</td>
<td>79</td>
</tr>
</tbody>
</table>
Logged clicks (mobile layout)

Mobile layout

- 2 clicks (0.2%)
- 396 clicks (39.6%)
- 1 clicks (0.1%)
- 446 clicks (44.6%)
- 11 clicks (1.1%), 0 clicks (0%) on close button
- 147 clicks (14.7%)

Total number of clicks 1000

Number of clicks on shopping results and links to rival offerings: 457

Most of the clicks were on organic results and Google Ads (84.2%).
## Clicks on rival offerings (mobile layout)

<table>
<thead>
<tr>
<th></th>
<th>Idealo</th>
<th>Confrontoprezzi</th>
<th>Ciao</th>
<th>Total number of clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks</td>
<td>1</td>
<td>8</td>
<td>2</td>
<td>11</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>632</td>
<td>289</td>
<td>79</td>
<td>0</td>
<td>n/a</td>
<td>1000</td>
</tr>
<tr>
<td>Mobile</td>
<td>446 (+ 396 on ad)</td>
<td>147</td>
<td>11</td>
<td>3</td>
<td>0</td>
<td>1003</td>
</tr>
</tbody>
</table>
Task 2: restaurants
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Clickable areas with additional information displayed

Desktop layout

Information Icon with hover text

Organic result

Google places results

Rival links

Close icon

Mobile layout

Organic result

Close button
Clickable areas with rival links

Mobile layout

![Image of a mobile layout with rival links and a close button]
Logged clicks (desktop layout)

Total number of clicks: 1000

Number of clicks on places results and links to rival offerings: 345

Most of the clicks were on organic results and Google Places results (97.3%).
Clicks on rival offerings (desktop layout)

<table>
<thead>
<tr>
<th>Tuttocitta</th>
<th>ViaMichelin</th>
<th>Mappy</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>8</td>
<td>0</td>
<td>28</td>
</tr>
</tbody>
</table>
Logged clicks (mobile layout)

Mobile layout

**Total number of clicks**: 1000

**Number of clicks on shopping results and links to rival offerings**: 425

**Most of the clicks were on organic results and Google Places results (99.7%).**

- **575 clicks (57.5%)**
- **422 clicks (42.8%)**
- **3 clicks (0.3%), 2 clicks (0.2%) on close button**
- **0 clicks (0%)**
## Clicks on rival offerings (mobile layout)

<table>
<thead>
<tr>
<th>Tuttocitta</th>
<th>ViaMichelin</th>
<th>Mappy</th>
<th>All clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>0</td>
<td>0</td>
<td>3</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>317</td>
<td>655</td>
<td>28</td>
<td>1</td>
<td>n/a</td>
<td>1001</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>422</td>
<td>575</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>1000</td>
</tr>
</tbody>
</table>
Task 3: Obama
Hover effect for the information icons

Desktop layout

Information icon with hover text
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Logged clicks (desktop layout)

Total number of clicks: 1000

Most of the clicks were on organic results and news results (93.1%).

<table>
<thead>
<tr>
<th>Organic Result Position</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>292</td>
</tr>
<tr>
<td>2</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>81</td>
</tr>
<tr>
<td>4</td>
<td>37</td>
</tr>
<tr>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>6</td>
<td>37</td>
</tr>
</tbody>
</table>
Logged clicks (mobile layout)

Mobile layout

Total number of clicks: 1000

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

<table>
<thead>
<tr>
<th>Type of Results</th>
<th>Number of Clicks</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Results</td>
<td>498 clicks</td>
<td>49.8%</td>
</tr>
<tr>
<td>Google News Results</td>
<td>502 clicks</td>
<td>50.2%</td>
</tr>
<tr>
<td>Notizie relative a obama.it</td>
<td>2 clicks</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

Organic Results:
- Barack Obama - Wikipedia
- Barack Obama

Google News Results:
- Notizie relative a obama.it
- Barack Obama
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>445</td>
<td>486 (292 of the first organic result)</td>
<td>59</td>
<td>0</td>
<td>1000</td>
</tr>
<tr>
<td>Mobile</td>
<td>502</td>
<td>498</td>
<td>n/a</td>
<td>2</td>
<td>1002</td>
</tr>
</tbody>
</table>
Task 4: Frogs
Hover effect for the information icons

Desktop layout

Information Icon with hover text
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Logged clicks (desktop layout)

Total number of clicks: 1000

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

- 692 clicks (69.2%)
- 304 clicks (30.4%)
- 1 click (0.1%)
- 4 clicks (0.4%)
Logged clicks (mobile layout)

Mobile layout

Total number of clicks: 1020

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><strong>Desktop</strong></td>
<td>692</td>
<td>304</td>
<td>4</td>
<td>1</td>
<td>1001</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>580 (+ 96 on ad)</td>
<td>324</td>
<td>n/a</td>
<td>2</td>
<td>1002</td>
</tr>
</tbody>
</table>
Supplemental tasks to assess the perception and usage of competing offers placed on Google results pages
- 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
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.

### Results

<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>384 (38.4%)</td>
<td>146 (38%)</td>
<td></td>
</tr>
<tr>
<td>Clicks on rival search engine</td>
<td>196 (19.6%)</td>
<td>29 (7.6%)</td>
<td>225 (22.5%)</td>
</tr>
</tbody>
</table>
Additional task 2: restaurants
Google places results and rival links
Results

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>374 (37.4%)</td>
<td>132 (35.3%)</td>
<td></td>
</tr>
<tr>
<td>Clicks on rival search engine</td>
<td>237 (23.7%)</td>
<td>139 (37.2%)</td>
<td>376 (37.6%)</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 – ![Info](image)
2 – ![Location](image)
3 – ![Star](image)
4 – ![Question](image) (incorrect response)
5 – ![Plus](image) (incorrect response)
6 – ![X](image)
7 – ![Plus One](image) (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
<table>
<thead>
<tr>
<th>Research objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verification of the search results page layouts suggested by Google with respect to</td>
</tr>
<tr>
<td>the selection behavior of German internet users for desktop and mobile search</td>
</tr>
<tr>
<td>how the labels used are perceived</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>• A representative sample 1000 Italian internet users</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fieldwork and tests conducted</th>
</tr>
</thead>
<tbody>
<tr>
<td>• June 17-23, 2013</td>
</tr>
<tr>
<td>• Survey conducted by eResult GmbH, Göttingen, Germany</td>
</tr>
</tbody>
</table>
# Appendix 2: Complete questionnaire (English; 1/5)

## Pre-test questionnaire

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Have you used the Google search engine in the past three months?</td>
<td>1= yes 2= no</td>
</tr>
<tr>
<td>2</td>
<td>How would you rate your own ability to use a web search engine such as Google? Please grade yourself.</td>
<td>1 = very good 2 = good 3 = satisfactory 4 = sufficient 5 = deficient 6 = inadequate</td>
</tr>
<tr>
<td>3</td>
<td>Which devices do you use Google on?</td>
<td>1 = desktop computers (at home or in the office) 2 = laptop 3 = smartphone 4 = tablet 5 = other, specifically … (open-ended response)</td>
</tr>
<tr>
<td>4</td>
<td>Which of the following types of content have you seen on search results pages when using Google in the past?</td>
<td>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</td>
</tr>
</tbody>
</table>
### Task group 1

<table>
<thead>
<tr>
<th></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>
Appendix 2: Complete questionnaire (English; 3/5)

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>Question</th>
<th>Response choices (multiple responses possible — choices are randomized):</th>
<th></th>
</tr>
</thead>
</table>
| 11| Please recall for a moment the tasks which you have completed.           | 1 = advertisements  
   |                                                                           | 2 = paid results  
   |                                                                           | 3 = sponsored links  
   |                                                                           | 4 = images of  
   |                                                                           | 5 = Google Maps search  
   |                                                                           | 6 = videos of  
   |                                                                           | 7 = news about  
   |                                                                           | 8 = Google Shopping  
   |                                                                           | 9 = show all results  
   |                                                                           | 10 = related searches  
   |                                                                           | 11 = Safe Search  
   |                                                                           | 12 = I didn’t see any of the listed content items.                      |   |
| 12| Which of the following icons did you see when completing the tasks?      | 1 = ![Icon 1](image1.png)  
   |                                                                           | 2 = ![Icon 2](image2.png)  
   |                                                                           | 3 = ![Icon 3](image3.png)  
   |                                                                           | 4 = ![Icon 4](image4.png)  
   |                                                                           | 5 = ![Icon 5](image5.png)  
   |                                                                           | 6 = ![Icon 6](image6.png)  
   |                                                                           | 7 = ![Icon 7](image7.png)  
   |                                                                           | 8 = None of the icons listed                                              |   |
## Appendix 2: Complete questionnaire
(English; 5/5)

### 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-test questionnaire

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Response Options</th>
</tr>
</thead>
</table>
| 1 | Negli ultimi 3 mesi hai utilizzato il motore di ricerca Google?           | 1 = sì  
                               | 2 = no                                                                              |
| 2 | Come ritieni che siano le tue capacità di effettuare ricerche con un motore web come Google? Datti un voto, come a scuola. | 1 = ottimo  
                               | 2 = buono  
                               | 3 = discreto  
                               | 4 = sufficiente  
                               | 5 = scarso  
                               | 6 = insufficiente |
| 3 | Su quali dispositivi utilizzi Google?                                    | 1 = computer desktop (a casa o in ufficio)  
                               | 2 = computer portatile  
                               | 3 = smartphone  
                               | 4 = tablet  
                               | 5 = altro (specificare) |
| 4 | Quali dei seguenti contenuti hai visto nelle pagine dei risultati della ricerca utilizzando Google? (sono possibili più risposte) | 1 = annunci  
                               | 2 = shopping  
                               | 3 = immagini  
                               | 4 = video  
                               | 5 = articoli scientifici  
                               | 6 = libri  
                               | 7 = cartine  
                               | 8 = notizie  
                               | 9 = indirizzi  
                               | 10 = brevi biografie di persone famose  
                               | 11 = nessuno di questi |
## Task group 1

|   |  
|---|---
| 5 | **Immagina di voler trovare informazioni sulle macchine fotografiche reflex e di confrontarne i prezzi. Google fornisce i seguenti risultati per la tua ricerca.**
|   | **Istintivamente su quale faresti clic?**
| 6 | **Supponiamo che tu voglia informazioni sui ristoranti della tua zona. La ricerca di Google ha prodotto i seguenti risultati.**
|   | **Istintivamente su quale faresti clic?**
| 7 | **Vuoi leggere le ultime notizie sul Presidente degli Stati Uniti Obama. Una ricerca con Google ha prodotto i seguenti risultati.**
|   | **Istintivamente su quale faresti clic?**
| 8 | **Vuoi trovare immagini di rane. La ricerca con Google produce i seguenti risultati.**
|   | **Istintivamente su quale faresti clic?**
Appendix 3: Complete questionnaire (Italian; 3/5)

### Task group 2

<p>| | |</p>
<table>
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| 9 | Vedi di nuovo una pagina dei risultati della ricerca di una macchina fotografica reflex digitale.  
In questi risultati cerca un link che porti a un motore di ricerca simile per il confronto dei prodotti e fai clic. |
| (9a) | Hai di nuovo scelto i risultati Shopping di Google. Cerca nei risultati un altro fornitore per la ricerca di prodotti. |
| 10 | Qui vedi ancora una volta una pagina dei risultati della ricerca di ristoranti.  
In questi risultati cerca un link che porti a un servizio di cartine e fai clic. |
### Post-test questionnaire

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<tbody>
<tr>
<td><strong>11</strong></td>
<td>Ripensa agli esercizi che hai svolto. Definire gli identificativi... Durante gli esercizi, quali dei seguenti identificativi e/o contenuti ti sono saltati all'occhio nelle pagine dei risultati? (sono possibili più risposte)</td>
<td>1 = annunci 2 = risultati a pagamento 3 = link sponsorizzati 4 = immagini su 5 = ricerca Google Maps 6 = video su 7 = notizie su 8 = risultati Google Shopping per 9 = mostra tutti i risultati 10 = ricerche correlate 11 = filtro famiglia 12 = non ho visto nessuno di questi contenuti.</td>
</tr>
<tr>
<td><strong>12</strong></td>
<td>Quali dei seguenti simboli hai visto durante lo svolgimento degli esercizi? (sono possibili più risposte)</td>
<td>1 =  2 =  3 =  4 =  5 =  6 =  7 =  8 = nessuno dei simboli mostrati</td>
</tr>
</tbody>
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## Demographic data

|   | Indica il tuo sesso. | 1 = donna  
2 = uomo |
<table>
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<tr>
<td>13</td>
<td>Indica la tua età.</td>
<td></td>
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</table>
| 14| Indica il tuo grado d'istruzione. | 1 = nessuno  
2 = licenza media  
3 = licenza ginnasiale  
4 = diploma di scuola superiore  
5 = laurea |
| 15| Seleziona la tua condizione lavorativa. | 1 = apprendista o studente  
2 = occupato  
3 = disoccupato o non più occupato |
| 16|                     |                  |