

We are conducting a study for the purpose of learning about MMO users' use of Internet radio. We would like to ask you to participate in the study by answering questions in this survey. For this study, Internet radio is defined as an Internet-based radio station that has no ties with traditional over the air radio stations or companies. It should take no longer than 10 minutes for you to complete the survey. Your participation is voluntary, and there is no penalty for not participating. You can stop at any time you want, and you can skip any questions you do not wish to answer. If you do not wish to complete the survey once you have started, feel free to stop. No one but those directly involved in coding or analyzing the survey will see the responses. Survey day will be used for educational purposes only. If you have any questions about the study, please feel free to ask me now or after the survey. You may contact me, Dr. Mary Jackson Pitts at 870-972-3361, [mpitts@astate.edu](mailto:mpitts@astate.edu) or you may contact the Office of Organized Research, Sheri Walls . 870-972-3032 or [swalls@astate.edu](mailto:swalls@astate.edu) Thank you for your time and effort.

**Please consider the following questions and mark the answer that best suits you.**

1. Do you play any Massive Multiplayer Online (MMO) games?  
☐ Yes      ☐ No
2. If so, how many hours per week do you spend playing MMOs?  
☐ 0-2 hours    ☐ 3-5 hours    ☐ 6-10 hours    ☐ 11+ hours
3. Have you ever heard of Internet radio?  
☐ Yes      ☐ No
4. Do you listen to Internet radio?  
☐ Yes      ☐ No
5. If so, how many hours per week do you spend listening to Internet radio?  
☐ 0-2 hours    ☐ 3-5 hours    ☐ 6-10 hours    ☐ 11+ hours
6. How often do you listen to Internet radio while you play MMOs?  
☐ Never      ☐ Seldom      ☐ Sometimes    ☐ Most of the time    ☐ All the time
7. How many different Internet radio stations do you regularly listen to?

☐ 1 station      ☐ 2-3 stations      ☐ 4-6 stations      ☐ 7+ stations

**What keeps you tuned in to a particular Internet radio station? Check all that apply.**

- |   |   |
|---|---|
| 8. <input type="checkbox"/> Music           | 11. <input type="checkbox"/> News                 |
| 9. <input type="checkbox"/> DJ's            | 12. <input type="checkbox"/> Chance to win prizes |
| 10. <input type="checkbox"/> Advertisements | 13. <input type="checkbox"/> Other _____          |

**Consider the following Internet radio formats. Check all that you listen to.**

- |                                    |  |
|------------------------------------|--|
| 14. <input type="checkbox"/> Music | 16. <input type="checkbox"/> News        |
| 15. <input type="checkbox"/> Talk  | 17. <input type="checkbox"/> Educational |

**What time of day do you listen to Internet Radio? Check all that apply.**

- |  |   |
|--|---|
| 18. <input type="checkbox"/> Morning   | 20. <input type="checkbox"/> Evening    |
| 19. <input type="checkbox"/> Afternoon | 21. <input type="checkbox"/> Late Night |

**Mark all the days of the week you listen to Internet radio.**

- |  |                                       |                                     |
|--|---------------------------------------|-------------------------------------|
| 22. <input type="checkbox"/> Monday    | 25. <input type="checkbox"/> Thursday | 28. <input type="checkbox"/> Sunday |
| 23. <input type="checkbox"/> Tuesday   | 26. <input type="checkbox"/> Friday   |                                     |
| 24. <input type="checkbox"/> Wednesday | 27. <input type="checkbox"/> Saturday |                                     |

**Mark all of the music genres you listen to on Internet Radio.**

- |   |  |                                     |
|---|--|-------------------------------------|
| 29. <input type="checkbox"/> Country      | 33. <input type="checkbox"/> Rock        | 37. <input type="checkbox"/> Techno |
| 30. <input type="checkbox"/> Contemporary | 34. <input type="checkbox"/> Oldies      | 38. <input type="checkbox"/> Dance  |
| 31. <input type="checkbox"/> Heavy Metal  | 35. <input type="checkbox"/> Classical   |                                     |
| 32. <input type="checkbox"/> Urban        | 36. <input type="checkbox"/> Alternative |                                     |

**Where do you listen to Internet radio? Mark all that apply.**

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| 39. <input type="checkbox"/> Home | 41. <input type="checkbox"/> Work |
|-----------------------------------|-----------------------------------|

40. ☐ Phone

42. ☐ Other\_\_\_\_\_

**Consider the following statement. Indicate your level of agreement with each statement by checking the best response for your situation.**

43. Internet radio can only be heard on the Internet.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

44. Internet radio is not governed by the FCC (Federal Communication Commission).

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

45. Internet radio adheres to copyright laws.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

46. Internet radio DJ's can say whatever they want.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

47. Internet radio generates revenue.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

48. It is very important for me to listen to Internet radio on a weekly basis.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

49. I expect my use of Internet radio to increase over the next year.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

50. The sound quality of Internet radio is very important to me.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

51. Internet radio provides an alternative programming choice for me.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

52. I like to listen to Internet radio because there is less talk and more music.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

53. I prefer to listen to Internet radio over satellite radio.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

54. I prefer to listen to Internet radio over traditional over-the-air radio.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

55. The interactivity of Internet radio DJ's keeps me coming back.

☐ Strongly Agree      ☐ Agree      ☐ Disagree      ☐ Strongly Disagree

56. Age

☐ 17 and under      ☐ 18-25      ☐ 26-34      ☐ 35-55      ☐ 56 and over

57. Gender

☐ Male      ☐ Female