

12.4 Appendix D - Questionnaire

Use of Facebook and Twitter by sport clubs and fans

I am a DBA candidate at the Edinburgh Business School focusing on the use of social media by professional football clubs and their fans. This questionnaire is part of my study and seeks to understand your side, the side of the fans.

Your participation is voluntary and your data are anonymous and confidential. However, you can only participate, if you follow Liverpool FC in Facebook and Twitter. It will take you less than 10 minutes to answer all 25 questions. Thank you in advance! YNWA

* Required

At first, some demographics for statistical reasons!

1. Age *
2. Gender *
3. Nationality *
4. Family status *
5. Income for 2013 *

Let's go!

6. What was the motivation to "follow" Liverpool FC in Facebook and Twitter? *

	Club's invitation	Friend's invitation	Loyalty to the club	To make a stmt to everybody	Other
Facebook					
Twitter					

7. How often do you visit Liverpool's Facebook / Twitter account during the football season?*

	Several times per day	Once per day	Several times per week	Once per week	Once per month
Facebook					
Twitter					

8. How often do you visit Liverpool's Facebook / Twitter account during the offseason? *

	Several times per day	Once per day	Several times per week	Once per week	Once per month
Facebook					
Twitter					

9. How often do you respond to Liverpool's Facebook posts with a *

Always Frequently Sometimes Rarely Never

...Like

...Comment

...Share

10. How often do you respond to Liverpool's tweet with a ... *

Always Frequently Sometimes Rarely Never

...Reply

...Retweet

...Favorite

11. What kind of Facebook posts do you usually Like, Comment or Share? *

(You can choose up to 4 answers)

About Liverpool's team (goal, victory, style of play etc.)

About Liverpool's players

About Liverpool's coach

About Liverpool's brand (logo, shirt, etc.)

About Liverpool's management

About Liverpool's history and tradition (former players, legendary matches, tragedies, etc.)

About Liverpool's culture and values (ethical behavior, interest in community, etc.)

About Liverpool's next matches (competition, opponent, etc.)

About Liverpool's sponsors

About Liverpool's fans

About Liverpool's stadium

Other:

12. To what kind of tweets do you usually Reply, Retweet or Favorite? *

(You can choose up to 4 answers)

About Liverpool's team (goal, victory, style of play etc.)

About Liverpool's players

About Liverpool's coach

About Liverpool's brand (logo, shirt, etc.)

About Liverpool's management

About Liverpool's history and tradition (former players, legendary matches, tragedies, etc.)

About Liverpool's culture and values (ethical behavior, interest in community, etc.)

About Liverpool's next matches (competition, opponent, etc.)

About Liverpool's sponsors

About Liverpool's fans

About Liverpool's stadium

Other:

13. Please rate how much you agree with the next statements: As a Facebook "fan" of Liverpool, I am able to...

	Totally agree	Agree	Neutral	Disagree	Totally disagree
...identify with the team (affiliate with it)					
...associate/socialize with others (fans, family, friends, etc.)					
...escape from daily stress or routine					
...entertain myself (receive up to date information, participate in contests etc.)					
...feel strong emotions (of joy, pride, frustration, worry etc.)					

14. Please rate how much you agree with the next statements: As a Twitter "follower" of Liverpool, I am able to... *

	Totally agree	Agree	Neutral	Disagree	Totally disagree
...identify with the team (affiliate with it)					
...associate/socialize with others (fans, family, friends, etc.)					
...escape from daily stress or routine					
...entertain myself (receive up to date information, participate in contests etc.)					
...feel strong emotions (of joy, pride, frustration, worry etc.)					

15. How satisfied are you by the content published by Liverpool FC in ... *

	Totally satisfied	Satisfied	Neutral	Dissatisfied	Totally dissatisfied
... Facebook					
... Twitter					

16. Do you prefer Facebook and Twitter over traditional media (newspapers, radio etc.) to stay informed about Liverpool?*

	Always	Frequently	Sometimes	Rarely	Never
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17. Which of the following features would make a Facebook/Twitter post more attractive to you?*

(You can choose up to 4 answers)

Simple text message

Picture

Video

Link

Contest

Poll

Auction

Doesn't matter to me

Other:

18. Has your knowledge about Liverpool increased as a result of your Facebook/Twitter interaction with the club?*

Definitely yes Probably yes Neutral Probably no Definitely no

19. Has your affiliation towards Liverpool increased as a result of your Facebook/Twitter interaction with the club?*

Definitely yes Probably yes Neutral Probably no Definitely no

20. Has your interest in watching matches (TV or live) increased as a result of your Facebook/Twitter interaction with the club? *

Definitely yes Probably yes Neutral Probably no Definitely no

21. Has your interest in buying memorabilia (shirts, jerseys, posters, etc.) increased as a result of your Facebook/Twitter interaction with the club?*

Definitely yes Probably yes Neutral Probably no Definitely no

22. Would you recommend/invite others to "like" Liverpool FC in Facebook?*

Definitely yes Probably yes Neutral Probably no Definitely no

23. Would you recommend/invite others to "follow" Liverpool FC in Twitter?*

Definitely yes Probably yes Neutral Probably no Definitely no

24. Any suggestions to improve Liverpool's Facebook account?

25. Any suggestions to improve Liverpool's Twitter account?

Please push the "Submit" button to complete the procedure. Thank you very much!