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 .... *

<table>
<thead>
<tr>
<th>Always</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
</table>

...Like
...Comment
...Share

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

<table>
<thead>
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<th>Always</th>
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</table>

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

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

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

<table>
<thead>
<tr>
<th></th>
<th>Totally agree</th>
<th>Agree</th>
<th>Neutral</th>
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15. How satisfied are you by the content published by Liverpool FC in ...

<table>
<thead>
<tr>
<th></th>
<th>Totally satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Totally dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>... Facebook</td>
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<td></td>
<td></td>
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<tr>
<td>... Twitter</td>
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</table>

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

<table>
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<th></th>
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<th>Frequently</th>
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</tr>
</thead>
</table>

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!