

Please rank your top 3 reasons to rate movies

	Top Reason	Second Reason (If Any)	Third Reason (If Any)
I rate movies because I think it is fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate movies to voice my opinion to the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate movies to improve my recommendations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate movies to remove movies that I don't want to see from my screen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate movies to help others get more accurate recommendations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate movies to help the MovieLens system itself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate movies to have influence over the movies that are recommended to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rate movies to keep a personal list of which movies that I have seen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (see below).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you selected "other" above, please describe your reason here:

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How much time do you think it would take you to search for and rate ten movies that you have not yet rated in MovieLens?

- less than 1 minute
- 1 - 2 minutes
- 2 - 5 minutes
- 5 - 15 minutes
- more than 15 minutes

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Please indicate how frequently you do the following things:

	Several Times Per Week (or More)	Several Times Per Month	Less than Once Per Month	Never
How often do you use MovieLens to pick movies to watch?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you use MovieLens to rate movies you've just seen?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you use MovieLens to browse movies for fun?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you use MovieLens to search for a particular movie?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you only look at the first screen of your movie recommendations?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How often do you look at five or more screens of your movie recommendations?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate whether you agree or disagree with the following statements:

	Agree	Disagree	I Don't Know
Rating movies is fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to express my opinions about movies in MovieLens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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In terms of how many movies you've rated, how do you see yourself compared with the other users who are participating in this study? (Only MovieLens users who have logged in to the system in the last year and who have rated at least 30 movies were invited to participate in this study.)

- I'm in the top one-third: the group that's rated the most movies
- I'm in the middle one-third: the average group
- I'm in the bottom one-third: the group that's rated the fewest movies
- I have no idea

How confident are you in your answer to the above question?

- | | | | | |
|-------------------------|-----------------------|-------------------------|-----------------------|-----------------------|
| Not Confident
at All | Slightly
Confident | Moderately
Confident | Fairly
Confident | Very
Confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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Hypothetically, if you lived in a world where there were no free movie review web sites, how much money would you pay for a list of the top-ten movies that MovieLens thinks you would like to see? (Note: we have no intention of ever charging MovieLens users for the services that we provide!)

- \$0.00
- \$0.01 - \$0.10
- \$0.11 - \$0.20
- \$0.21 - \$0.50
- \$0.51 - \$1.00
- more than \$1.00

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Hypothetically, if MovieLens paid people to rate movies, how much money would MovieLens have to pay you to rate ten additional movies? (Note: we have no intention of paying MovieLens users for rating movies!)

- \$0.00
- \$0.01 - \$1.00
- \$1.01 - \$3.00
- \$3.01 - \$5.00
- more than \$5.00

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Your net benefit from using MovieLens is a measure of the enjoyment and the value you receive minus the time and effort you put in. How do you think your net benefit compares to other users participating in this study? (Remember, only MovieLens users who have logged in to the system in the last year and who have rated at least 30 movies were invited to participate in this study.)

- My net benefit is much higher than average for users in this study
- My net benefit is somewhat higher than average for users in this study
- My net benefit is about average for users in this study
- My net benefit is somewhat lower than average for users in this study
- My net benefit is much lower than average for users in this study
- I have no idea

How confident are you in your answer to the above question?

- | | | | | |
|-------------------------|-----------------------|-------------------------|-----------------------|-----------------------|
| Not Confident
at All | Slightly
Confident | Moderately
Confident | Fairly
Confident | Very
Confident |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Thank you for completing this survey! You will now be redirected back to MovieLens.

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