Script for Community Creators

Screening Questions

No.	Questions
1	We are looking for content creators on community-based social networks to participate in this test. We will need to record your demonstration of how you use your personal social network account during this test. Multiple Choice (Only 1): • I consent to demonstrate how I use my community-based social network [Accept] • I am not willing to demonstrate how I use my community-based social network [Reject]
2	Community-based social networks, such as Reddit, enable both the community creator and its members to create posts on the community news feed. We will require you to demonstrate how you use one of your personal social network accounts to create content. Please select one social network that you will demonstrate during the test. Multiple Choice (Unlimited): • 4chan [Accept] • 9gag [Accept] • Amino [Accept] • Discord [Accept] • Instagram [Reject] • Facebook [Reject] • Facebook Groups [Accept] • Quora [Accept] • Reddit [Accept] • Steemit [Accept] • Telegram [Reject] • TikTok [Reject] • Twitch [Reject] • Whatsapp [Reject] • YouTube [Reject] • Other (not in this list) [Accept]
3	How often do you post your content in your community?

Multiple Choice (Only 1):
- Daily [Accept]
- Weekly [Accept]
- Fortnightly [Accept]
- Monthly [Reject]
- Quarterly [Reject]
- Half-yearly [Reject]
- Once a year [Reject]

Test Questions

No.	Question type	Questions
1	Multiple choice (no limit)	On which of these community-based social networks do you create posts? - Facebook Groups - Reddit - Discord - Amino - Quora - Hacker News - 4chan - 9gag - Steemit - Other
2	Multiple choice (only 1)	In this test, you will need to demonstrate how you create and track your content on a community-based social network. Please select the social network where you post frequently and have received community feedback: - Facebook Groups - Reddit - Discord - Amino - Quora - Hacker News - 4chan - 9gag - Steemit - Other

3	Task	Please open the app/website of the social network you selected previously and login to your account. Show us your user profile, followed by the most recent post you created. Move on to the next task after you are done.
4	Task	Show us the last 5 posts you created, observe how many days passed between each post, and say it out loud. Move on to the next task after you are done.
5	Written response	Type the approximate frequency that you create posts, based on your recent history. (e.g. you can write 'weekly', 'every 9 days')
6	Task	Go to your most well-received post and explain why you think so. Move on to the next task after you are done.
7	Written response	Type the main reasons that you think this post is your 'most well-received'.
8	Written response	Which communities on this platform do you create content in? Please indicate if you are also the owner/manager of the community.
9	Written response	What do you think the genre of your content belongs to? You may list multiple genres if you create various types of content on this social network.
10	Written response	What is your purpose of creating content on this social network? You may list different purposes for each content type.
11	Multiple choice (Only 1)	Does this social network provide a dashboard for you to see all the engagement data on your content in one place? - Yes, and I use it - Yes, but I don't use it - No
12	Multiple choice (Only 1)	On which platform do you use this dashboard? - On my mobile device (in-built in the app) - On my mobile device (on a web browser) - On my computer (app or web browser) - I don't use the dashboard - The social network does not have a dashboard for me
13	Task	Please show how you typically use this dashboard, and which metrics you observe on this dashboard.

		If you do not use the dashboard or it does not exist, show us how you observe metrics in the absence of a dashboard.
14	Multiple choice (Only 1)	Do you use other third-party applications to track the analytics of your content on this social network? - Yes - No
15	Task	Please show how you typically use this third-party dashboard, and which metrics you observe on this dashboard. If you answered 'No' in the previous question, skip this task.
16	Written response	Which metrics do you look at when gauging the community's reaction to your content?
17	Written response	Why do you observe these metrics in particular? Please explain each metric you have listed in the previous question.
18	Written response	If we were to remove all the metrics on this social network, which metric(s) must be kept for you to continue using this network for content creation?
19	Written response	Please explain the reason for each metric you mentioned in the previous question.
20	Task	Show us a post that you created that has received the highest number of comments.
21	Written Response	How would you feel if you see a high number of comments on your post? Please explain your answer.
22	Multiple choice (Only 1)	How true is this sentence to you? "A high number of comments on a post is always a positive indicator to the creator that the content has reached a large audience." 1. Not at all 2. Somewhat false 3. Neutral 4. Somewhat true 5. Always true
23	Written Response	Please explain your previous answer.

24	Written Response	What action will you do when you receive a high quantity of comments on your post?
25	Written Response	Please explain your previous answer.
26	Multiple choice (Only 1)	When reviewing your own post, do you look for specific types of comments? - Yes, very often - Yes, once in awhile - Yes, rarely - No, not at all
27	Written response	If you answered "Yes" in the previous task, please show us how you look for the specific type(s) of comments in your post. Please write out the type of comments you look for, and why? If you answered "No", you can type in "NA" and skip the task.
28	Written response	How would you feel if a celebrity/influencer left a comment on your content compared to an average user?
29	Written response	Would it change the way you create your content in the future? Please explain.
30	Written response	If you can improve the experience of reviewing comments on your post, what changes would you make? Please include the reason in your response too.
31	Written response	How would you feel if you see a high number of likes on your post?
32	Written Response	Please explain your previous answer.
33	Multiple choice (Only 1)	How true is this sentence to you? "A high number of likes on a post is always a positive indicator to the creator that the content has reached a large audience." 1. Not at all 2. Somewhat false 3. Neutral 4. Somewhat true 5. Always true

34	Written response	Please explain your previous answer.
35	Multiple choice (Only 1)	How important is understanding the reason behind why the user gives a like to your content? 1. Not at all 2. Somewhat unimportant 3. Neutral 4. Somewhat important 5. Very important
36	Written response	Please explain your previous answer.
37	Written response	How would you feel if a celebrity/influencer gives you a like on your content compared to an average user?
38	Written response	Would it change the way you create your content in the future? Please explain.
39	Multiple choice (Only 1)	How interested are you in understanding the demographic of the people who are responding to your post? 1. Not at all 2. Somewhat not interested 3. Neutral 4. Somewhat interested 5. Very interested
40	Written response	Please explain your previous answer.
41	Task	Please demonstrate how you would try to understand the demographic of the people who are responding to your post. If you never tried to analyse the demographic before, please skip this task.
42	Written response	Imagine you are a powerful person with unlimited resources, what changes would you make to your current content creation process?