

Questionnaire for blog readers

URL to the questionnaire: <http://goo.gl/forms/z3BAUTyYUL>

1. Age

- Younger than 12
- 12-17
- 18-23
- 24-29
- 30-35
- 36-41
- 42-47
- 48-53
- 54-59
- 60-65
- Older than 65

2. Gender

- Male
- Female

3. Country of residence

4. Do you have an education in archaeology?

- Yes
- No

5. Are you interested in archaeology?

1: Not interested – 5: Highly interested

6. What is your preferred way of receiving information about archaeology?

Multiple answers are possible.

- Visiting archaeological sites or excavations
- Visiting museums and exhibitions about archaeology
- Reading books, publications and magazines
- Watching television – movies and TV-shows
- Reading blogs (frequently updated websites where you can comment on blogposts)
- Using social media (e.g., Twitter and Facebook)
- Watching YouTube videos
- Other...

7. Do you make use of social media?

- Yes
- No

8. If yes, which social media do you mainly use?

Multiple answers are possible.

- Facebook
- Twitter
- Instagram
- YouTube
- Google+
- Pinterest
- Flickr
- Tumblr
- LinkedIn
- Academia

9. If yes, how often do you use social media?

- Daily
- A few times a week
- Once a week
- A few times a month
- Once a month

10. On/via which blog did you find this questionnaire?

11. How did you find out about the blog where this questionnaire was posted on?

- By searching the Internet
 - Through Facebook
 - Through Twitter
 - Through other blogs
 - Other...
-

12. How did you find out about this questionnaire?

- E-mail
- News letter

- Facebook
 - Twitter
 - On the blog itself
 - Other...
-

13. Do you read other blogs about archaeology?

- Yes
- No

14. What are the reasons you visit this blog and possibly other blogs about archaeology?

Below is a list of 21 (3x7) reasons for visiting blog about archaeology. A 5-point scale has been used that ranges from 1 (strongly disagree) to 5 (strongly agree). Please fill in the answer that fits best to your attitude.

I usually visit blogs/this blog about archaeology...

Information seeking motives

- Because I can easily access information at any time
- Because I want to learn more about archaeology
- So that I can stay informed about archaeological news
- For specific information of interest
- To research for work or school
- Because I think this/these blog(s) is/are more reliable than other media about archaeology
- Because I can find information that I can not find in other media

Entertainment & expression motives

- For amusement
- For relaxation
- To pass time when I have nothing else to do
- Out of habit
- To communicate and get in contact with other people
- To be able to express my opinion
- To feel involved

Blog character/ambiance motives

- To follow this/a particular blogger/organisation
- Because I like the way the website looks
- Because of the good writing
- Because this/the blog(s) is/are interesting
- Because this/the blog(s) is/are humorous

- Because this/the blog(s) is/are updated often
- Because the blog posts are not too long/lengthy

15. Since when have you followed this blog?

- 1 week
- 1 month
- 6 months
- 1 year
- For more than a year
- This is the first time I am visiting this blog

16. How often do you read this blog and other blogs about archaeology?

- Daily
- A few times a week
- Once a week
- A few times a month
- Once a month
- A few times a year
- Once a year

17. How long have you been reading blogs about archaeology?

- 1 week
- 1 month
- 6 months
- 1 year
- For more than a year
- I do not necessarily follow specific blogs
- I only follow/read this specific blog

18. Concerning the content of blog posts, what do you prefer to read most?

This question has been divided into several categories. Please tick the box(es) of the category/categories you prefer to read about most. Multiple answers are possible.

- Category 1** Archaeology as a profession or a focus on a specialism
For example, focusing on bioarchaeology or osteoarchaeology
- Category 2** Academic archaeology, archaeological theories and research outcomes
For example, discussing results of a research project or own PhD research
- Category 3** Archaeological heritage management and public archaeology
Including blogging and other applications on the Internet focused on public archaeology
- Category 4** Digital archaeology and computer applications
Including GIS, photography, gaming, visualisation and illustration

- Category 5** Archaeology in and from foreign countries
For example, Near Eastern archaeology or classical archaeology in Greece and Italy
- Category 6** Specific archaeological excavations or sites
For example, final results from an excavation, following a field school or research project
- Category 7** Specific archaeological artefacts/finds/material (category)
For example, flint, dress, animal bones or pottery
- Category 8** Specific archaeological time period
For example, Palaeolithic, Bronze Age or Middle Ages
- Category 9** Personal opinions on archaeological matters
Including personal diaries or descriptions of a day as an archaeologist
- Category 10** New items on archaeological events
Described in own words and not merely linking to a news website
- Category 11** Archaeological conferences, events, activities or meetings
For example, announcing upcoming events or describing a past conference or workshop
- Category 12** Marketing or promoting content
For example, for upcoming exhibitions, releases or workshops
- Category 13** Museums and archaeological exhibitions
For example, behind the scenes images or museum reviews

19. Do you also follow social media pages about archaeology?

- Yes
- No

20. If no, what is the reason that you do not follow social media pages about archaeology?

- I do not have the time for it
- I do not find these pages interesting enough
- I do not have the motivation to read about archaeology on social media pages
- I do not see the point
- I have never thought of it
- Other...

21. How likely is it that you will start to follow social media pages about archaeology?

1: Highly unlikely – 5: Highly likely

22. Do you post comments on this blog and/or other blogs about archaeology?

- Yes
- No

23. Do you think blogs and social media make it easier to learn more about archaeology? In other words: do blogs make archaeology more accessible in your opinion?

1: Not at all – 5: Very much

24. What can be improved on the blog(s) you visit in order to give you more insight in archaeology?

25. Do you have a blog yourself?

If you do, please fill in the URL of your blog below (not obligatory). If you do not own a blog, you can leave the box blank.

26. This is the end of the questionnaire.

Do you have any additional comments concerning blogs about archaeology? For example, do you have any other ideas on how archaeology can be made more accessible for a wider public?

27. Please fill in your e-mail address if you would like a chance to win 6 issues of Archaeology Magazine (www.archaeology.org).
