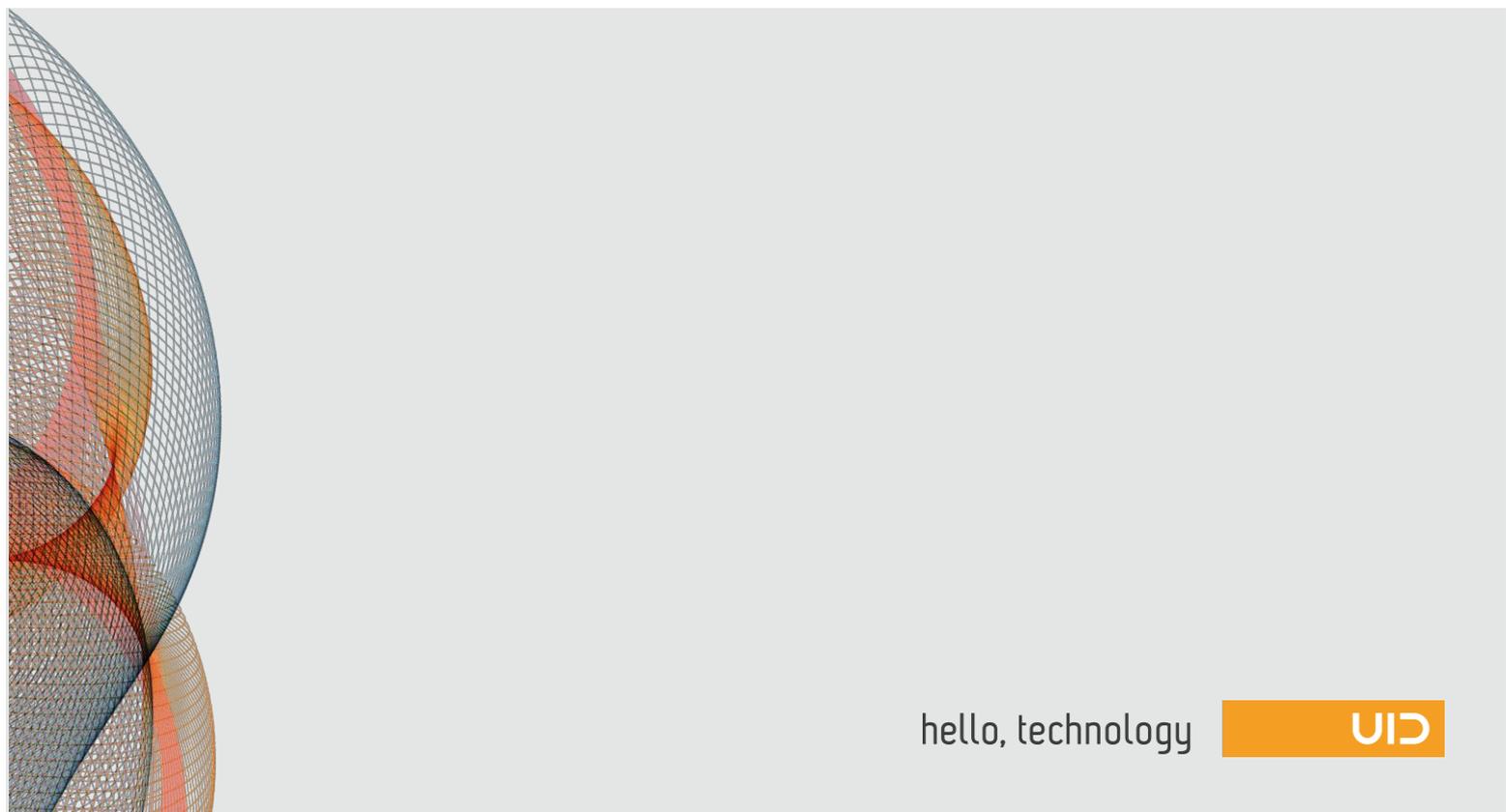


AttrakDiff: Questionnaire

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Your Opinion

In the following, you will find word pairs that are intended to aid you in assessing the product that you have just become acquainted with. The word pairs represent extreme opposites, with seven graduations possible between them.

An example:

bad good

The above evaluation example suggests that the product is mainly to your liking, but could stand some improvement.

Do not ponder too long over your response. Just offer the first assessment that enters your mind.

Perhaps some of the assessment terms are not quite suitable to the product. Despite this, however, please checkmark at least one box in the scale. Please consider that there are no "correct" or "incorrect" answers – only your own personal opinion counts!

(See overleaf...)

Please provide your impressions of the product you have tested by check marking your impression on the scale between the terms offered in each line.

	1	2	3	4	5	6	7	
human	<input type="checkbox"/>	technical						
isolating	<input type="checkbox"/>	connective						
pleasant	<input type="checkbox"/>	unpleasant						
inventive	<input type="checkbox"/>	conventional						
simple	<input type="checkbox"/>	complicated						
professional	<input type="checkbox"/>	unprofessional						
ugly	<input type="checkbox"/>	attractive						
practical	<input type="checkbox"/>	impractical						
likeable	<input type="checkbox"/>	disagreeable						
cumbersome	<input type="checkbox"/>	straightforward						
stylish	<input type="checkbox"/>	tacky						
predictable	<input type="checkbox"/>	unpredictable						
cheap	<input type="checkbox"/>	premium						
alienating	<input type="checkbox"/>	integrating						
brings me closer to people	<input type="checkbox"/>	separates me from people						
unpresentable	<input type="checkbox"/>	presentable						
rejecting	<input type="checkbox"/>	inviting						
unimaginative	<input type="checkbox"/>	creative						
good	<input type="checkbox"/>	bad						
confusing	<input type="checkbox"/>	clearly structured						
repelling	<input type="checkbox"/>	appealing						
bold	<input type="checkbox"/>	cautious						
innovative	<input type="checkbox"/>	conservative						
dull	<input type="checkbox"/>	captivating						
undemanding	<input type="checkbox"/>	challenging						
motivating	<input type="checkbox"/>	discouraging						
novel	<input type="checkbox"/>	ordinary						
unruly	<input type="checkbox"/>	manageable						