

APPENDIX A

Questionnaire

Manual Reading Behavior among Male and Female Mobile Phone Users Who Worked in Silom Sub-District

This questionnaire is a part of research as a partial fulfillment of the requirements for Master of Arts in English for Careers at the Language Institute, Thammasat University. The objective of the study is to investigate the reasons why men and women who worked in Silom sub-district read or did not read user manuals for mobile phones.

The results of the study will be helpful in improving the quality of user manual design and publishing. Your information will be strictly confidential and will be used for research purposes only. Thank you very much for your kind cooperation.

Instructions:

This questionnaire is divided into four parts as follows:

1. General information of respondents
2. Information about mobile phone usage and the manual reading behavior of respondents
3. Factors motivating respondents to read user manuals for mobile phones
4. Other suggestions for improving mobile phone user manuals

In case you have any questions about this questionnaire, please ask for more information from Ms. Nachanok Hutanan. Mobile phone no.: 08 9452 2141 or e-mail: nachanok123@yahoo.com

Part 1: General information of respondents

Instruction: Please answer the following questions by marking in ONLY ONE space next to the answer which you think is most appropriate for you or fill in the blank.

1. Gender(1) Male(2) Female**2. Age**(1) Below 25 years(2) 26 – 30 years(3) 31 – 35 years(4) 36 – 40 years(5) 41 – 45 years(6) Over 45 years**3. Highest education level**(1) Lower than Bachelor's degree(2) Bachelor's degree(3) Master's degree(4) Doctoral degree**4. Occupation**(1) Business owner(2) Private company employee(3) Government/State enterprise official(4) Homemaker(5) Other, please specify _____**5. Income per month**(1) Below 20,000 baht(2) 20,001 – 30,000 baht(3) 30,001 – 40,000 baht(4) 40,001 – 50,000 baht(5) Over 50,000 baht

Part 2: Information about mobile phone usage and the manual reading behavior of respondents

Instruction: Please answer the following questions by marking in ONLY ONE space next to the answer which you think is most appropriate for you or fill in the blank.

6. How long have you been using your mobile phone? (from your first phone until the current one)

- (1) Less than 1 year (2) 2-3 years
 (3) 4-5 years (4) 6-7 years
 (5) 8-9 years (6) Over 10 years

7. How often do you change or buy a new mobile phone?

- (1) Every 6-12 months (2) Every 2-3 years
 (3) Every 4-6 years (4) Every 8-10 years
 (5) I do not change or buy a new mobile phone unless it is damaged.
 (6) Other, please specify _____

8. Do you read the user manual after buying a new mobile phone?

- (1) Yes.
 (2) No. (Skip to the question no. 13)

FOR THE RESPONDENTS WHO READ THE MOBILE PHONE USER MANUAL

9. Why do you read the mobile phone user manual?

- (1) To learn new operating functions of the mobile phone
 (2) To solve problems encountered when operating the mobile phone
 (3) To know safety information regarding the mobile phone operation
 (4) Other, please specify _____

10. How do you read the mobile phone user manual?

- (1) I read the whole manual only one time after buying a new mobile phone.
- (2) I selectively read some sections only one time after buying a new mobile phone.
- (3) I read every time when needing information about new operating functions that had never been used.
- (4) I read every time when faced with operating problems.
- (5) Other, please specify _____

11. Which section in the user manual do you want to read most?

- (1) Section explaining the operating functions of the mobile phone
- (2) Safety information section
- (3) Troubleshooting section
- (4) Other, please specify _____

12. What is the problem you often encounter when reading the mobile phone user manual?

- (1) Hard to find the sections to read
- (2) Insufficient explanations about the operating functions of the mobile phone
- (3) Too small font size
- (4) Other, please specify _____

FOR THE RESPONDENTS WHO DO NOT READ USER MANUAL

13. Why don't you read the mobile phone user manual?

- (1) I don't have time to read
- (2) I have previous knowledge about basic operations of the mobile phone
- (3) No desired information contained in user manuals
- (4) Difficult language

(5) Other, please specify_____

14. How do you solve the problems found when using the mobile phone?

- (1) I ask for help from others
- (2) I call and ask for help from the mobile phone manufacturer
- (3) I call and ask for help from the mobile phone distributor
- (4) Other, please specify_____

Part 3: Factors motivating respondents to read user manuals for mobile phones

Instruction: Please answer the following questions by marking in the space of the answer that you think is most appropriate.

*****For both the persons who read and do not read the mobile phone user manual. Put a mark in the space provided*****

Do you think how much of the following parts in the mobile phone user manual can motivate you into reading?

Factors motivating respondents to read user manuals for mobile phones	Level of Influence				
	Most Influential (5)	Very Influential (4)	Moderately Influential (3)	Slightly Influential (2)	Least Influential (1)
Content and Language					
15. There are explanations covering all of the mobile phone operating functions to help readers understand how those functions work.					

Factors motivating respondents to read user manuals for mobile phones	Level of Influence				
	Most Influential (5)	Very Influential (4)	Moderately Influential (3)	Slightly Influential (2)	Least Influential (1)
16. There are detailed explanations in the troubleshooting section to help the readers correctly solve the problems found when operating the mobile phone.					
17. There are detailed explanations in the safety section to make readers aware of any danger that might occur when using the mobile phone.					
18. The explanations of the technical terms are clear and easy to understand.					
19. The overall language used in the manual is easy to understand.					
Format					
<i>Manual size and binding</i>					
20. Manual size is compact and portable.					
21. The binding is durable (pages are not easily torn).					
<i>Illustration</i>					
22. Illustrations of the operating functions are crisp.					
23. Illustrations of the operating functions are relevant to the explanations of those functions.					
24. Illustration sizes are large enough to allow the					

Factors motivating respondents to read user manuals for mobile phones	Level of Influence				
	Most Influential (5)	Very Influential (4)	Moderately Influential (3)	Slightly Influential (2)	Least Influential (1)
readers see the details in the illustrations easily.					
25. There are symbols to help readers locate the sections they want to read.					
26. There are clear safety warning symbols.					
<i>Font and color</i>					
27. Font styles used in the manual are easy to read. (e.g. space between each character is not too wide or too close, handwriting font styles are avoided, etc.)					
28. Font size of the headings is large enough to help the readers distinguish the headings from the text in the body part easily.					
29. Font size of the text in the body part is enlarged to lessen readers' eye strain when reading the manual.					
30. Font colors look nice and clear. (e.g. they are not dull, blurry, or faded)					
31. Colors of the safety warning symbols are bright enough to draw the reader's attention.					
32. Front cover is printed in color.					

Part 4: Other suggestions

Please give the suggestions for improving mobile phone user manual design.
