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## Adult Outcomes Questionnaire

All subfields have 2 achievement and 2 satisfaction items associated with them.

The **achievement** items should be formulated as follows

- a) Thinking about your online activities in the past year, how much do you agree or disagree with the following statement? If you did not undertake the activity the question is about, just select Not Applicable (NA)

The answer scale for the achievement items is:

Disagree strongly	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree strongly
1	2	3	4	5

Not applicable	Don't know
88	99

The **satisfaction** items should be formulated as follows:

- b) Thinking about your online activities in the past year, how satisfied or unsatisfied were you with the following? If you did not undertake the activity the question is about, just select Not Applicable (NA)

The answer scale for the satisfaction items is:

Very dissatisfied	Somewhat dissatisfied	Neither dissatisfied nor satisfied	Somewhat dissatisfied	Very satisfied
1	2	3	4	5

Not applicable (NA)	Don't know
88	99

### Calculating scales scores

For each (sub)scale the scale score is created by averaging the scores (from 1 to 5) across the items. Not applicable scores are set as missing variables, so that only the score on one item counts if the response on the other item is NA. Don't know scores are transformed into neutral scores of 3. Overall subscale scores (composed of achievement and satisfaction items) are calculated in the same way, as are overall field scores.

Every (sub) field score ranges from 1 to 5. Scores higher than 3.5 can be considered to indicate that outcomes were achieved that could not have been achieved without the internet and that the quality of the outcome was higher than if the same outcome was achieved through other means.

More details on specific measures and how to construct composite variables to deal with skewness in the data can be found in the [Tangible Outcomes of Internet Use](#) (2015) report.

## Economic Field

Achievement	Satisfaction
<b>Property</b>	
I save money by buying products online	The quality of the last product that you bought online
I sell goods that I would not have sold otherwise	The price you get for the products you sell online
<b>Finance</b>	
The information and services I found online improved my financial situation	The last financial service you used (e.g. banking)
I bought insurance online that I would not have bought offline	The insurance or other financial product you bought online
<b>Employment<sup>b</sup></b>	
The things I found online influenced how I do my job	The job you got online
I found a job online that I could not have found offline	The way the Internet has influenced how you do your job
<b>Education<sup>b</sup></b>	
I got a certificate that I could not have gotten without the Internet	The quality of the course that you found online
I found educational material online that I could not have found offline <sup>a</sup>	The quality of the educational material that you found online

<sup>a</sup> This particular item was not part of the original questionnaire but was added based on the question asked in the employment section.

<sup>b</sup> In a national population survey, we recommend combining the employment and education variables into one scale for achievement and one for satisfaction since most people either work or are in education.

## Cultural Field

Achievement	Satisfaction
<b>Identity</b>	
The things I came across on the Internet made me think about the differences between men and women	The information you come across about religion and religious people
Through the Internet I learned new things about my ethnic group	The information you come across about your ethnic group
<b>Belonging</b>	
Through the Internet I found people of a similar age that share my interests	Your interactions with people of your age online (as compared to offline interactions with people your age)
Due to the information I found and people I have met online I feel more connected with religion or spiritual beliefs	Your online interactions with people and organisations that share your religious beliefs (i.e. in comparison with the offline people you might encounter)

## Social Field

Achievement	Satisfaction
<b>Informal networks</b>	
I am in touch with my close friends more because I use the Internet	Your online communication with friends and family? (i.e. in comparison with the offline communication you might have)
People I meet online are more interesting than the people I meet offline	Your online communication with people online who are not close friends or family? (i.e. in comparison with the offline communication you might have)
<b>Formal networks</b>	
I became a member of a hobby or leisure club or organization that I otherwise would not have found	The last club or organization you became a member of online
I became a member, donor of a civic organisation (e.g. those involved in environmental or human rights campaigning) I would not have become a member of otherwise	Your online involvement with the last organisation you joined/donated to
<b>Political networks</b>	
I have discovered online that I am entitled to a particular benefit, subsidy or tax advantage which I would not have found offline	The last online government service you accessed
Online, I have better contact with my -MP, local councillor, or political party	Your last interaction with an MP, local councillor or political party online

## Personal Field

Achievement	Satisfaction
<b>Health &amp; Lifestyle</b>	
I have made better decisions about my health or medical care as a result of the information / advice I found online	The way in which the last bit of advice, program or app you used has influenced your level of fitness
Information I found online gave me more confidence in my lifestyle choices	The way you changed your lifestyle as a result of information you found online <sup>a</sup>
<b>Self-actualization</b>	
My knowledge increased because of the Internet (i.e. looking up information, talking to others)	In general, the information you find online about topics that interest you
Using the Internet helps me to form opinions about complex social issues I would not fully understand otherwise	The way in which the Internet helps you think about social issues
<b>Leisure</b>	
Online entertainment (games, listening to music, reading jokes) made me feel happier	The last concert or event you went to after finding information or buying the ticket for the event online
I go to events and concerts I would never have otherwise considered	In general, how do you feel about spending time online

<sup>a</sup> In the original item refers specifically to health information but this item might be more useful if it refers to general lifestyle/behaviour change.

## **Shorter versions of the Outcomes Questionnaire**

We suggest that future research at the bare minimum include at least two of the subscales from each of the four fields. However, precisely which fields could vary depending on the core questions of the specific research study. In work that looks at the link between uses and outcomes it is obviously advisable to select the sub-scales which are related to the uses measures. We would recommend using both the achievement and the satisfaction subscales because we observed higher variance in the satisfaction measures between groups (although these also had considerable measurement issues- see the [Tangible Outcomes of Internet Use](#) report). However, if there is limited space, asking just the achievement items of the questionnaire might be a way forward.

Other outcomes that are worth considering should be those related to activities which a large proportion of the population of interest for that particular study is likely to undertake. This allows the researcher or evaluator to get a clear idea of the breadth or narrowness of engagement with the internet and to account for outcomes that might otherwise not have been considered in more narrow designs of research or interventions. For example, the Employment sub-scale would not be as relevant to groups of students. That said, measurement of these outcomes is relatively stable across different populations, thus the research question is ultimately the guiding factor.

In summary, we have presented here an initial attempt at a survey of tangible outcomes of internet use, tested via cognitive interviews and pilot studies, guided throughout by the Corresponding Fields Model (Helsper, 2012). It can be used independently, or alongside the skills and uses measures that the research team have developed. We welcome other research teams to use these measures and to contribute to their continued refinement.