

Social Media Survey 2016

This survey maps the needs and opinions of the social media followers of yunity.

Dear yunity enthusiast,

thanks for taking the time to complete our survey! It will only take about 5 minutes. The survey is completely anonymous as you will NOT be asked for personal details that could be used to identify you.

Please give your honest opinion on the following questions.

There are 15 questions in this survey

About yunity

[] How did you learn about yunity?

Please choose **only one** of the following:

- foodsharing
- Friends, Relatives or Colleagues
- News Media (Newspaper, Radio, Television)
- Social Media (Facebook, Twitter, etc.)
- Browsing the Web
- Presentations or Speeches (e.g. at universities)
- Other, please specify:

[] In your opinion, what is the focus of yunity?

Please choose **only one** of the following:

- a) Enabling everyone to live a money-free life
- b) Creating a website for saving and unconditional sharing of food and other resources
- c) Uniting all existing sharing initiatives under one roof
- d) Promoting and living out alternative lifestyles

[] Are you familiar with the foodsaving platform www.foodsharing.de? *

Please choose **only one** of the following:

- yes
- no

[] Are you...

Only answer this question if the following conditions are met:

Answer was 'yes' at question '3 [foodshare]' (Are you familiar with the foodsaving platform www.foodsharing.de?)

Please choose **all** that apply:

- ...a foodsharer?

- ...a foodsaver?
- ...a store coordinator?
- ...a foodsharing ambassador?
- ...a foodsharing board member or member of the orga team?
- None of the above

Please select every option that applies to you.

Social Media Content

[] How would you rate the number of posts being published on the yunity Facebook page?

Please choose **only one** of the following:

- Too many
- Just right
- Not enough
- Don't know
- I don't follow yunity on Facebook
- I don't have a Facebook account

[] How strong is your interest in the following types of postings?

Please choose the appropriate response for each item:

	not strong at				
	all				very strong
Portraits of contributors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Motivational quotes and pictures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posts about a sustainable lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posts about the current status of the project	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articles/Videos about the founder Raphael Fellmer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about upcoming events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews of yunity events (e.g. WuppDays)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate each type from "not strong at all" to "very strong".

[] In which form should yunity publish content?

All your answers must be different and you must rank in order.

Please number each box in order of preference from 1 to 3

Text (e.g. newspaper or blog articles, own text)

Pictures

Videos

Sharing

[] Which of these things do you already share unconditionally with others?

By unconditional sharing we mean that you give them to others (for borrowing or for keeping) without expecting anything in return.

Please choose **all** that apply:

- Food
- Clothes
- Tools
- Electronics
- Space (e.g. with travellers)
- Means of Transportation (e.b. bike, car)
- Books/DVDs/Music
- Furniture
- Toys
- Decoration
- Household Effects (e.g. plates, cups, cutlery)
- Drugstore Products
- Plants
- None of the above
- Other, please specify :

Please select everything you are sharing.

[] If there was an easy and safe way to do so (e.g. the yunity platform), how high is the possibility that you would share these things unconditionally with others?

Please choose the appropriate response for each item:

	very low	low	average	high	very high
Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space (e.g. with travellers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Means of Transportation (e.b. bike, car)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books/DVDs/Music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decoration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household Effects (e.g. plates, cups, cutlery)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drugstore Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Please rate each option from "very low to "very high".

[] Which channels are you currently using for your unconditional sharing?

By unconditional sharing we mean that you give them to others (for borrowing or for keeping) without expecting anything in return.

Please choose **all** that apply:

- Social Media (e.g. Facebook)
- Specific Internet Platforms (e.g. foodsharing, Craigslist)
- Offline Possibilities (e.g. Free Shops, Giveboxes, Open Bookcases)
- Community Projects (e.g. Urban Gardening, Repair Cafés)
- I don't participate in unconditional sharing (yet)
- Other:

Please select every channel you are using.

[] How important are the following aspects of sharing platforms to you?

Please choose the appropriate response for each item:

	not important at all				very important
Enough offers in my area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The possibility to share different things (i.e. not only clothes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Absence of rewards between users (money-free)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charitable background of the project	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transparent structures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data privacy and -security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User-friendly interface	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Registration and usage are free of charge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free of advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please rate each aspect from "not important at all" to "very important".

Demographic Variables

What is your gender?

Please choose **only one** of the following:

- female
- male
- other

What is your age?

Your answer must be between 5 and 150

Only an integer value may be entered in this field.

Please write your answer here:

I am

years old.

What is your current occupation?

Please choose **only one** of the following:

- Pupil/in school
- Training/apprenticeship
- University student
- Employee
- Civil servant
- Self-employed
- Unemployed/seeking employment
- Life artist
- yunity
- Something else, please specify:

Information

[]

With the next click, your answers will be submitted and you will be redirected to the yunity page.

Thank you so much for your participation!

We would be grateful if you could forward the survey link to your friends as well:

<https://survey.yunity.org/index.php?r=survey/index&sid=278614&lang=en>
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This way, we can improve our information and the forthcoming platform.

As soon as we have reached a sufficient number of participants, we will publish the survey results via our social media channels.

Thank you so much for your time! Lets create yunity together - join the team today!

Submit your survey.

Thank you for completing this survey.