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**Kwik Surveys**

## Survey Invitations

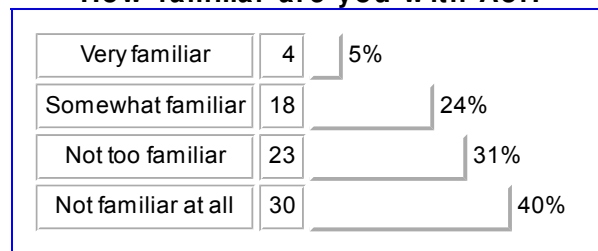
Invitations Sent: 0  
 Invitations Accepted: 0  
 Untracked Responses: 75  
 Total Responses Received: 75

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### Question 1 \*

How familiar are you with AOL?


[Pop-up](#)

### Question 2 \*

State at least three notions that you associate with AOL.

Text Answers	View
1. Mailed out too many CD's. 2. Have been surpassed by Google & Bing. 3. No longer relevant.	<a href="#">View</a>
email IM secure account	<a href="#">View</a>
music, quality, exclusive	<a href="#">View</a>
Middle American values Mainstream Pioneers of the internet	<a href="#">View</a>
i dont know	<a href="#">View</a>
Mostly used by those in the US	<a href="#">View</a>
American was owned by Time Warner one of the originals	<a href="#">View</a>
email address that is all I know	<a href="#">View</a>
popular internet on line	<a href="#">View</a>
Older age users. Difficult to use their email. Beginners.	<a href="#">View</a>
they mailed out all those signup cd's 10 years ago. that's about it	<a href="#">View</a>
email	<a href="#">View</a>

isp, chat, dial-up	<a href="#">View</a>
internet searching web browser	<a href="#">View</a>
american big generic	<a href="#">View</a>

[Expand >>](#) [Pop-up](#)

Question 3\*

Are you aware of Aol's new look ( visual identity) ?

Yes	7	9%
No	31	41%
No Answer	37	49%

[Pop-up](#)

Question 4\*

How do you feel about Aol's new look?

Here are some examples of Aol's new visual identity.



Strongly like	3	4%
Like	18	24%
Dislike	16	21%
Strongly dislike	1	1%
Why do you feel this way?	38	50%

Why do you feel this way?	<a href="#">View Survey</a>
I like a few but dislike the others	<a href="#">View</a>

they catch my attention and are interesting to look at, I question why those particular pictures? I guess they could distract from the simple aol lettering	<a href="#">View</a>
it doesn't seem to fit it's market	<a href="#">View</a>
indifferent. like the goldfish, though.	<a href="#">View</a>
Too gimmicky and seems targeted to younger, less sophisticated users.	<a href="#">View</a>
its colorfull :-)	<a href="#">View</a>
It appears that Aol is trying to be 'edgy' without developing a better product.	<a href="#">View</a>
innovative, bold	<a href="#">View</a>
new look	<a href="#">View</a>
Trying to update their image by re-doing their logo is of little value.	<a href="#">View</a>
<div>Expand &gt;&gt;</div> <div>Pop-up</div>	

## Question 5\*

How do you feel about Aol's new look compared to previous Aol identities?

Previous Aol visual identities:



It is better now.	16	22%
It has stayed the same.	6	8%
It is worse now.	16	22%
Why do you feel this way?	35	48%

Why do you feel this way?	View Survey
Honestly, I am not that familiar. The old logos do look a bit outdated, but the new ones are dorky.	<a href="#">View</a>
Not as dynamic	<a href="#">View</a>
maybe being distracted by the pictures doesn't the pictures in the last one distract from the pure message of it being three letters stating America online	<a href="#">View</a>
it doesn't seem to clearly identify itself	<a href="#">View</a>
More visually appealing.	<a href="#">View</a>
The above samples are clear and concise and therefore professional.	<a href="#">View</a>
its a bit boring	<a href="#">View</a>
Most modern companies aim for simplicity and a recognizable form. AOL had this with the triangle, but the new visual identity lacks.	<a href="#">View</a>
its new fresh look	<a href="#">View</a>

See comment above. If they want to be relevant they should have updated their technology and focus.  
Also the old logo looked much more professional.

[Expand >>](#)
[Pop-up](#)

## Question 6\*

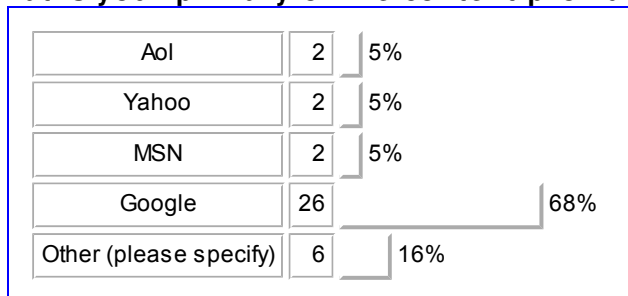
To what extent do you agree or disagree with the following statements?

	Strongly agree	Agree	Disagree	Strongly disagree	Responses	Total
Aol can be easily identified by the new visual identity.	7	10	14	7	38	8%
The new visual identity fits Aol.	2	18	13	5	38	8%
Aol has a positive reputation.	1	14	15	8	38	8%
Aol offers a large quantity of content/services.	4	20	13	1	38	8%
In my opinion, it is important to apply the new visual identity.	3	20	9	6	38	8%
Aol offers innovative content/services.	2	10	21	5	38	8%
I know the rationale behind Aol's new visual identity.	2	11	16	9	38	8%
Aol offers high quality content/services.	2	15	21	0	38	8%
Aol offers a variety of well-known content/services.	2	22	12	2	38	8%
Aol carries out a lot of self promotion.	3	18	16	1	38	8%
Aol offers original content/services.	2	14	19	3	38	8%
The new visual identity provides a good image for Aol.	6	11	12	9	38	8%

[Show stats](#)
[Pop-up](#)

## Question 7\*

What is your primary online content provider?



Other (please specify)	View Survey
Curated websites, I don't really go to portals	<a href="#">View</a>
Work, but I use gmail and my iphone for personal use	<a href="#">View</a>
if any I'd say wikipedia	<a href="#">View</a>
You mean, search engine or portal? Sorry, I can't see how a portal a SE are related. They perform 2 diff. functions and answer 2 diff. needs.	<a href="#">View</a>

I answered agree to the questions 2,4,6-12 above that I don't know!

[View](#)[Pop-up](#)**Question 8\*****Why is Aol not your primary online content provider?**

I did not know Aol offered online content.	6	17%
I do not like Aol.	8	22%
Aol does not offer any online content or services that I am interested in.	2	6%
I have access to all the online content and services that I need from other providers.	14	39%
Other (please specify)	6	17%

**Other (please specify)****View  
Survey**

Most used to using Google

[View](#)

I am more familiar with google since i'm in Canada, I associate AOL strongly and mainly with the states

[View](#)

I am happy with my current.

[View](#)

Not that common in my home country

[View](#)

Used to Google

[View](#)

just use to yahoo, hard to change when u are using one u know

[View](#)[Pop-up](#)**Question 9\*****Would you consider switching online content providers?**

Yes	6	8%
No	30	40%
No Answer	39	52%

**If no, why not?****View  
Survey**

i dont like change, and i find yahoo easy, i dont want to learn another system

[View](#)

Because Google kicks a\*\*

[View](#)

I do not want to be confined or restricted to certain information.

[View](#)

i could try it and then I will be able to answer with some knowledge

[View](#)

I'm happy using what I have

[View](#)

I'm happy with the online content provider, that I use.

[View](#)

Google is more established worldwide and has everything I need and more, without use of gimics.

[View](#)

Google is easy, reliable, and the switch over costs are not worth the trouble.

[View](#)

I'm satisfied with my current provider

[View](#)

Google provides all the services I require. The CD spam AOL used in its previous incarnation still taints my opinion of them.

Appendix A [View](#)

Expand >>

Pop-up

## Question 10\*

Which of the following AOL online content or services have you used? (Select all that apply)

Aol content specific sites such as Aol food games health horoscopes music or news (not an exhaustive list)	2	15%
Aol seed for contributors	0	0%
AIM	2	15%
aol.com	2	15%
email	2	15%
myAol	1	8%
Aol toolbar	1	8%
Aol broadband internet	2	15%
Aol dial-up internet	0	0%
Aol mobile	1	8%

Pop-up

## Question 11\*

What are the most important factors you take into account when making a judgement about an online content provider? (Select up to 3 options)

Reputation	14	7%
Quality of content/services	50	26%
Quantity of content/services	11	6%
Visibility of advertisements	1	1%
Corporate responsibility	5	3%
Innovative content/services	8	4%
Speed	40	20%
High ethical standards	11	6%
Ease of usability	31	16%
International focus	4	2%
Fun factor	2	1%
Mobility	4	2%
Customer focus	7	4%

Interactivity	4	2%
Other (please specify)	4	2%

Other (please specify)	View Survey
Customizable	<a href="#">View</a>
Subtlety Modesty	<a href="#">View</a>
ease of usability	<a href="#">View</a>
Customer focus to me equals usability friendly	<a href="#">View</a>

Pop-up

Question 12\*

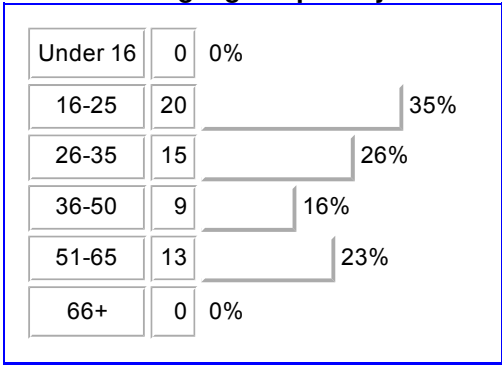
Where are you from?

Australia	0	0%
Belgium	0	0%
Canada	22	39%
Denmark	19	33%
Estonia	0	0%
Finland	0	0%
France	0	0%
Germany	1	2%
Greece	0	0%
Italy	1	2%
Latvia	0	0%
Netherlands	0	0%
New Zealand	0	0%
Norway	0	0%
Spain	0	0%
Sweden	1	2%
United Kingdom	2	4%
USA	6	11%
Other (please specify)	5	9%

Other (please specify)	View Survey
vancouver, bc	<a href="#">View</a>
Argentina	<a href="#">View</a>
mexico	<a href="#">View</a>
bc	<a href="#">View</a>
Slovakia	<a href="#">View</a>

Question 13\*

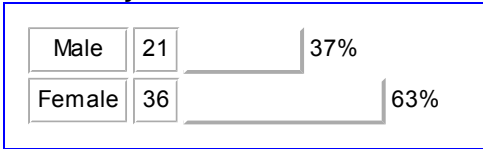
In which age group do you fit?



Pop-up

Question 14\*

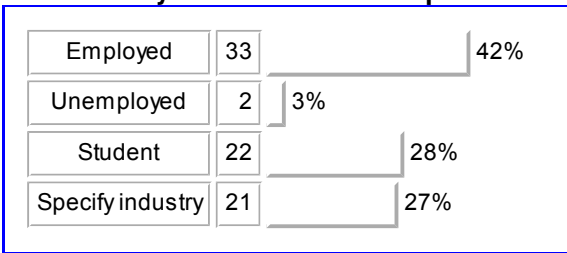
Are you male or female?



Pop-up

Question 15\*

What is your current occupation?



Specify industry	View Survey
Marketing/Advertising/Internet	<a href="#">View</a>
Education	<a href="#">View</a>
Consulting, Wellbeing, Non profits	<a href="#">View</a>
Advertising	<a href="#">View</a>
healthcare	<a href="#">View</a>
marketing	<a href="#">View</a>
university	<a href="#">View</a>
education	<a href="#">View</a>
immigration	<a href="#">View</a>



Survey Results Area	
food and beverage	<a href="#">View</a>
Marketing	<a href="#">View</a>
Physics	<a href="#">View</a>
web design	<a href="#">View</a>
self employed	<a href="#">View</a>
Telecommunications sales	<a href="#">View</a>
writer	<a href="#">View</a>
education	<a href="#">View</a>
Retired	<a href="#">View</a>
Consulting	<a href="#">View</a>
Humanities/Social Science	<a href="#">View</a>
Information Technology	<a href="#">View</a>

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Pop-up

## Question 16\*

Are you available for a further in-depth chat about Aol? There will be an incentive to participate and you can always decline later. These interviews will take place in March.

Yes	22	29%
No	35	47%
No Answer	18	24%

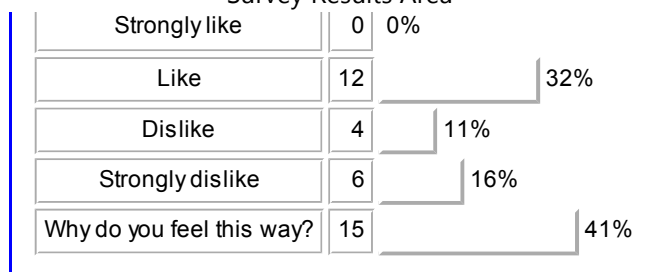
Pop-up

## Question 17\*

Regardless of your familiarity with Aol, how do you feel about Aol's new look?

Here are some examples of Aol's new visual identity.





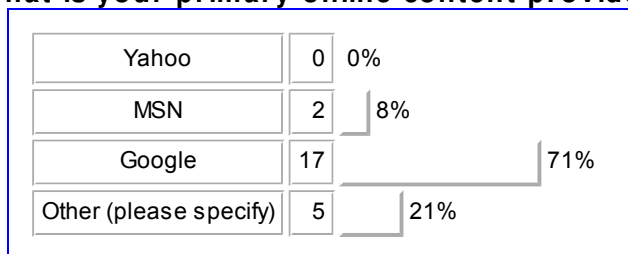
Why do you feel this way?	View Survey
I don't like the collours and the images make only little sense if any. The fish is ok, but the rest are just awful.	<a href="#">View</a>
looks like they didn't put any thought into their design. The images don't seems to symbolize anything	<a href="#">View</a>
easy, friendly	<a href="#">View</a>
i find them confusing, just seems like the company wants to be cool. it makes me think that the company dosent take them self seriously	<a href="#">View</a>
Because it looks fresh, updated eventhough it looks youth oriented mostly	<a href="#">View</a>
Using a lot of colours to display Logo. Using different emblems depending on whom they are targeting. Do not like the dot after the name	<a href="#">View</a>
2nd one leaves wrong message-is an old slang term	<a href="#">View</a>
nice bright colours but a bit random (and the blue one is a bit lame)	<a href="#">View</a>
positive colours	<a href="#">View</a>
Colourful, creative and makes one curious	<a href="#">View</a>
No reason	<a href="#">View</a>
Appears negative to me.	<a href="#">View</a>
I don't get any clear message about what Aol. is. And it looks kind of unprofessional. Like something copied from 'clip art'.	<a href="#">View</a>
Looks nice, but have no idea what the meaning is.	<a href="#">View</a>
what is the message?	<a href="#">View</a>

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Pop-up

## Question 18\*

What is your primary online content provider?



Other (please specify)	View Survey
kjh	<a href="#">View</a>
2nd one leaves wrong message-is an old slang term	<a href="#">View</a>
2nd one leaves wrong message-is an old slang term	<a href="#">View</a>
nice bright colours but a bit random (and the blue one is a bit lame)	<a href="#">View</a>
Aarhus University (forskernetværket)	<a href="#">View</a>

Pop-up

## Question 19\*

Would you consider switching online content providers?

Yes	8	11%
No	14	19%
No Answer	53	71%

If no, why not?

**View  
Survey**

I don't care enough to switch	<a href="#">View</a>
I like what google offers right now	<a href="#">View</a>
where is the option 'I don't know'? I may switch if it provides better results than google, but not sure yet.	<a href="#">View</a>
i havent found any that i like better than google yet	<a href="#">View</a>
routine	<a href="#">View</a>
I am happy with what I have.	<a href="#">View</a>
I do not have a choice. and it works	<a href="#">View</a>
google is better and i like the look of it more	<a href="#">View</a>
Satisfied with MSN	<a href="#">View</a>
No. Content extensive and provides info that I need.	<a href="#">View</a>
Am used to Google and it functions well.	<a href="#">View</a>
routine and satisfaction	<a href="#">View</a>

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Pop-up

## Question 20\*

What are the most important factors you take into account when making a judgement about an online content provider? (Select up to 3 options)

Reputation	4	6%
Quality of content/services	17	26%
Quantity of content/services	2	3%
Visibility of advertisements	0	0%
Corporate responsibility	3	5%
Innovative content/services	3	5%
Speed	17	26%
High ethical standards	1	2%
Ease of usability	13	20%
International focus	2	3%

Fun factor	2	3%
Mobility	1	2%
Customer focus	1	2%
Interactivity	0	0%

Pop-up

**Question 21\***

This question has no answers

**Question 22\***

This question has no answers

**Question 23\***

This question has no answers

**Question 24\***

This question has no answers

**Question 25\***

This question has no answers

**Question 26**

Please fill in the following fields and you will be contacted to schedule a time for the discussion. This information will be kept confidential and will not be associated with your answers to this survey.

Name	Email	Phone number
Karin abramova	karin86@gmail.com	16472015757
Kim Heineth Jensen	dengodehr.kim@gmail.com	25121145
Nancy Groves	nancy.groves@gmail.com	9173677083
Whitney Stevenson	Whitneyjstevenson@gmail.com	7788783374
Christian Guth	guth.christian@gmail.com	
Lara Mulady	laramulady@btinternet.com	50452396
Lise	Lisedbj@hotmail.com	30115343

Jens Svensmark	Jenssss@msn.com	22787362
Peter Wright	siberhawk@hotmail.com	
Ray Stevenson	r.stevenson@shaw.ca	
hillary reid	f736c@unb.ca	4547343
todd faulkner	mr.toddfaulkner@gmail.com	6045052348
Petronela Postolache	petronela.p@gmail.com	
Lynda Stevenson	l Stevenson@shaw.ca	6047333374
a perel-panar	apfam@Telus.net	6042664150
David Potter	jdptech@shaw.ca	6042500051
Katrine	kbr@adm.au.dk	89422322
Kaja N. Bertelsen		
Anne Langer	apl@adm.au.dk	61657264
Elaine H. Romeike	elainh@telus.net	4035277232
Derek Light	djlinternational@hotmail.com	
n/a	n/a@aol.com	0000000000
Lenka Chobotova	lenka.chobotova@gmail.com	53236571

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## Question 27

Please take the time to write any comments you have about this survey.

Text Answers	View
Good luck, Katrina	<a href="#">View</a>
You should have more answer options like "Don't know", since there are things I had no idea about. Also, what is the difference between "innovative" and "original" content?	<a href="#">View</a>
There should have been an "indifferent" option for many of the choices, or an "I don't know" rather than being forced to choose between strongly like to strongly dislike when none of these options captured my actual response.	<a href="#">View</a>
short, concise, and image/branding oriented..... but does not take into consideration the bad reputation that AOL has garnered throughout the years..service is more important than looks	<a href="#">View</a>
The only things I would say are that for some of the Agree/Disagree questions it would have been nice to have a "don't know" option because in many instances I did not know about.	<a href="#">View</a>
For some answers there should have been included a "Do not know" option. Eg. I don't know anything about Aol.'s quality as I don't use it on a regular basis.	<a href="#">View</a>
I think there's missing the opportunity to choose "don't know", because I at least feel bad about making a statement about something that I don't know very much about.	<a href="#">View</a>
you miss to include the option 'I don't know/don't want to answer'.	<a href="#">View</a>
On question 5 - the one with lots of choices - I had to answer 'agree' to most of them, even though I wanted to answer 'neutral' or something like that. I have no idea about the quality or quantity of the services offered by Aol, so can't really agree or disagree :/	<a href="#">View</a>
Hola katrina, I hope its useful. I wont be able to help you more than this, because I dont really know AOL that much. Chau! José	<a href="#">View</a>
Good luck with the thing! :)	<a href="#">View</a>
I would be interested to know what is your definition of "online content provider". I was also wondering if you were only interested in the new visual identity of AOL, or the entire rebranding.	<a href="#">View</a>
AOL have behaved disgracefully over several issues over the years & their customer service is appalling. The only reason I'm still with them is cos I don't have time to change &	<a href="#">View</a>

reset network etc up. In time I will leave. It is impossible to cancel your subscription in certain circumstances & many people I know have had terrible problems as well as myself. Please tweet your results when u have finished ;- )to #aol

Could have an undecided or neutral column	<a href="#">View</a>
I don't know anything about AOL.	<a href="#">View</a>
Great it was short and to the point.	<a href="#">View</a>
I do not feel that it is an open survey but rather slatned to answers	<a href="#">View</a>
There were some questions I couldn't answer but I had to fill in the fields anyways, I wanted to be able to say I don't know Also maybe we could have some information to look at about aol so we would be more knowledgeable about the answers	<a href="#">View</a>
in the section regarding prersonal views about AOL content there was no section for "I don't know" or "I am nort aware" so I had to chosse "disagree	<a href="#">View</a>
My sense is that there should have been a "no Opinion" choice in the multiple choice section.	<a href="#">View</a>
I would make it better if you briefly explained what an online internet provider is. I had to look it up.	<a href="#">View</a>

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Q10 - myA	Q10 - Aol t	Q10 - Aol t	Q10 - Aol c	Q10 - Aol r	Q11 - Othe	Q11 - Rept	Q11 - Qual	Q11 - Quar	Q11 - Visib	Q11 - Corp	Q11 - Inno	Q11 - Spec	Q11 - High	Q11 - Ease	Q11 - Inter	Q11 - Fun	Q11 - Mobi	Q11 - Cust	Q11 - Inter	Q12 - Othe	Q13 - Whe	Q13 - In wt	Q14 - Are y	Q15 - Wha	Q15 - Spec	Q16 - Are y	Q26 - Nam	Q26 - Ema	Q26 - Phor
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**Email message**

Aol (previously known as AOL or America Online) has recently implemented a new corporate identity in response to their separation from partner company Time Warner and to reflect refocused business priorities.

I am writing my Masters thesis on these recent changes at Aol and as part of this research I am interested in your awareness and fondness of the Aol brand as well as your selection parameters for internet content providers. The questionnaire is relevant even if you have never heard of Aol or have not seen the new visual identity yet as the questions are adapted to your circumstance.

Please take 10 minutes to complete the questionnaire. The questionnaire is anonymous and the results will be kept confidential.

Once you have finished the questionnaire, please forward this invitation to anyone who you think would be interested in completing it.

If you have any questions, please do not hesitate to contact Katrina Stevenson at [ks84561@stud.asb.dk](mailto:ks84561@stud.asb.dk)

Thank you for taking the time to complete this survey, your feedback is greatly appreciated!

This research is being carried out by a Masters student at the Aarhus School of Business in Denmark and is not officially associated with the Aol Corporation.

## Interview guidelines

You have previously completed an online survey about Aol. This interview will give you the opportunity to clarify and expand on questions posed in the survey, and will also bring up some new issues concerning Aol.

I will use this interview guide to ensure we touch on important subjects but you are free to answer as you like, preferably as truthfully as possible.

If you, at any time, feel uncomfortable or cannot answer the questions, please do not hesitate to say so. This interview will take approximately half an hour but you can stop it at any time.

This interview will be recorded and the results will be used towards my master's thesis and will be kept confidential.

### **Awareness of Aol**

1. In what capacity have you experienced Aol? (please explain in as much detail as possible)
  - a. Text, imagery, perceptions, etc.
2. How recent were these experiences?

### **Opinion of Aol – visual aspects**

3. Have you ever had any interaction with anyone who works for Aol? (In person or online)
  - a. If yes, describe the experience, the outcome and your impression of it.
4. From these experiences, can you describe what you think about Aol in general? (Ensure areas about reputation, quality and quantity, innovative are touched on)
  - a. Why?

*Show the interviewee pictures of the new and old visual identity.*

5. When you see the old visual identity, what do you think about?
6. When you see the new visual identity, what do you think about? (take into account colours, symbols, etc.)
7. According to your opinion of Aol, which visual identity better fits Aol?
  - a. Why?

*Show the interviewee the Aol homepage and show how the visual identity functions.*

8. Does this change your opinion of the visual identity?
  - a. Why?

9. What do you take into consideration when deciding on an organization to do business with (personally, not professionally)?
  - a. Why?

### **Opinion of Aol – textual aspects**

*A company's mission statement is a statement of purpose. It should guide the actions of the organization, spell out its overall goal, provide a sense of direction, and guide decision-making.*

10. Try to formulate a mission statement for Aol containing the following aspects: 1. a statement containing the reason for using your product 2. a statement of some desired future state (vision) 3. a statement of the key values the organization is committed to 4. a statement of major goals.
11. How do you identify with this mission?
12. Would you “do business with” a company that had this mission?

*Show the interviewee Aol's mission, etc.*

13. How do you identify with this mission?

### **Country of origin/national value**

14. Being <insert nationality>, do you feel the need to associate with brands that are especially < insert nationality>?
  - a. Why?
15. Would you associate with a brand irrespective of where it comes from?
  - a. Give examples and why?
16. What country do you think Aol comes from?
  - a. If correct, how do you know this?
  - b. If incorrect, why do you think this?

### **Nature of the industry**

*Aol is an Online Content Provider where you can personalize your home page to present topics that are relevant to you. There are other companies that do the same thing,*

17. Can you name any of Aol's potential competitors?
18. Of these competitors and Aol, which do you think is the forerunner in the industry?
  - a. Why?
19. Have you ever seen any advertisements for Aol services or content?
  - a. Please explain.

20. Have you ever seen any advertisements for competitor's services or content?
- a. If yes, Please explain.
  - b. If no, where have you heard about these competitors?

**Conclusion**

21. Overall, is Aol a company that you identify with?
- a. Why?

*Is there anything else you would like to mention about Aol before we conclude this interview?*

*Thank you for your time!*

## Interview Transcript #1

R = Researcher

I1 = Interviewee1

### Coding

Associations with old Aol

Associations with new Aol

Desired features of a web portal

Associations with Google

**Researcher:** Okay, so you have previously completed an online survey about Aol. This interview will give you the opportunity to clarify and expand on questions posed in the survey and will also bring up some new issues concerning Aol. I will use this interview guide that I'm holding to ensure we touch upon important subjects but you are also free to answer as you like and preferably as truthfully as possible. If you at any time feel uncomfortable or cannot answer the questions please do not hesitate to say so. This interview will take approx half an hour but you can stop it at anytime.

**Interviewee1:** Okay

**R:** And I am obviously recording this interview and the results will be used towards my master's thesis and will be kept confidential. So I have 5 different areas that I want to touch upon. The first one is your awareness of Aol so I guess my first question is, in what capacity have you experienced Aol, in your lifetime?

**I1:** The only thing I really remember about Aol is getting those free CDs in the mail, like, ages ago.

**R:** What were on the CDs?

**I1:** I never actually tried one out but what I thought it was, was internet. Free internet on the disk basically and, it was a trial thing and then they would get you to try and subscribe or something. And then after that, my only other exposure to Aol is just now looking at the website.

**R:** Okay so there is a big gap between them. Do you remember what the CD looked like in any way, or what the Aol slogans or anything like that was?

**I1:** I remember, ya I do. I remember, I kind of remember what it looks like. I remember just a fairly plain disk. I remember I think it was a navy blue logo, just sort of block letters with some sort of, I don't know, movement thing [using hand gestures to describe], do you know what I am talking about?

**R:** Lines?

I1: Ya the lines. But it was nothing fancy or particularly visually appealing. Oh and they had a triangle or something like that, part of their logo.

R: Okay

I1: Anyways, I remember the CD came in a little square cardboard case.

R: Okay. So that's good, that section. Next is your opinion of different areas of Aol. And the first is service-wise, so my question is have you ever had any interactions with anyone who works for Aol?

I1: No.

R: Okay, so, next section because you haven't had any interactions. So you just experienced the Aol website and you can remember what the old visual identity is. When you see that old image, what do you think about?

I1: I think about the internet first starting, like the very early stages before it was super common among everyone.

R: Ya, that's good!

I1: Ya that's what I sort of think of, I think of just, not the internet as it is now at all where everyone has it on their computer and, like, I don't even really understand why it was on those disks to be honest. Sorry, did I answer the question?

R: Ya you did.

I1: Okay

R: So when you see the new visual identity, what do you think about?

I1: Definitely up to speed with where the rest of the internet is. It reminds me of other homepages like msn or simpatico, or whatever.

R: The logos do?

I1: Oh no, not the logo. I don't know, I think the logo looks modern.

R: Think about the actual images the logo has incorporated into it and the colours, like the butterfly or the splotch of paint. Does it say anything to you?

I1: Ya, I think it's really fresh and modern. It kind of has a bit of a Mac feel to it. Not that it makes me think 'oh I can only use this on my Mac'. It has that graphically pleasing sort of feel and...I don't know, I like it, I find it attractive, I really like how it looks.

**R:** Okay. Good. So according to your opinion of Aol, like what you think of when you think of Aol, or your perception of Aol rather, which identity fits with it better?

**I1:** Well my current perception of Aol?

**R:** Ya

**I1:** Oh, the new identity for sure. The old identity reminds me of like, I don't know, **Windows 95**, or something like that. So for sure the new one.

**R:** Okay so with your experience with the new homepage just now, does that experience change your opinion of the visual identity, having it incorporated with the website?

**I1:** No, it kind of puts it together a bit more for me though. I understand what exactly it is. When I just saw the logo, the identity, I still didn't really know what Aol was to be honest. I was just like, are they still trying to sell internet on disks still? I didn't really know what Aol was now, so seeing it on the website made it make sense.

**R:** Okay. In your personal life, not to do with work, what do you take into consideration when deciding on an internet content provider? Are their special features?

**I1:** I would consider things like can I **customize** it? Can I make it **look pretty**? Or stuff like that. Like how Aol had all the different options to add weather and news, but you can add news as you like, like you can put entertainment news or sports news if you want. Stuff like that that I can easily customize, to what I want to see. Definitely the visual thing, like iGoogle or whatever, you can make it look how you want it to, its not just plane-jane or whatever. It's just kind of nice to have.

**R:** So from your experience with Aol just now, do you think it offers those options for you?

**I1:** Ya, I do. I think, it does... **it could be better**. Like I wish the visual, like how you can customize how it looks, it's mostly just the tool bar that changes, or not the tool bar but the top bar that says Aol that changes which is really cool. And also the heading they have colour boxes around it, those colours change too when you change the theme, but I **wish it had more to it**. Like I wish the picture on top carried through the whole page more in some way without being too distracting from the content of the page, which I don't know, might be a bit much to ask. And also, ya I thought it was **fairly customizable**, but I'm not entirely sure how much you can customize all the different sections on the side because I was only looking at it for like 10 minutes. It would be nice if you could **get rid of ones you don't** want like it I don't care about music news or finance news or something, if I could get rid of those that would be nice.

**R:** Did you go into detail with any of the customizable features to test them out?

**I1:** Yep, I tried to customize the weather for my city and I had **problems** with that at first because I was on Aol.com and I wanted to get Vancouver, Canada. So I switched to Aol.ca and even then I kept entering my postal code like it asked and it wouldn't bring up my city and then I put in Vancouver BC and it was like, 'does not recognize this', and I tried a bunch of different ways. Finally I did get my city but then it showed the weather in Fahrenheit which doesn't make sense because in Canada we use Celsius. But then later when I was back on the homepage, or back on Aol.ca, there was a little icon 'get the weather in your city', and I typed it in there and it came up fine. But it was just kind of weird how to get it. I don't think I really tried to customize anything else thought other than that.

**R:** So basically it just needs some fine tuning.

**I1:** Ya I think so. And maybe it needs to be a little **more obvious how you can customize** what news you want to see. Like maybe I only want to see news from Canada or maybe I only want to see finance news or whatever. It wasn't very obvious to me when I was looking at it how to do that. And that's something I would for sure what to do.

**R:** Okay, great. The next part is more textual aspects of Aol, not visual. And we are going to start off with the slogan of Aol. Did you see that anywhere or do you know what that is?

**I1:** No.

**R:** Do you know what it was back when you first heard of Aol?

**I1:** No, no, I can't think of it anyways.

**R:** Okay. How about their mission statement? And I will explain to you what a mission statement is quickly, just so you know. A company's mission statement is a statement of purpose, it should guide the actions of the organization, spell out an overall goal, provide a sense of direction and guide decision making. So can you think, after seeing this new Aol, can you think of any of these aspects like what direction Aol is going in?

**I1:** Can you tell me what a mission statement is again?

**R:** Ya sure. It should guide actions of the organization it should spell out an overall goal, provide a sense of direction which is the same as guiding of actions and guide decision making. So I guess what the goal is of Aol.

**I1:** ...I don't know. I think, all I got was that they were basically **trying to get you to use their Aol.com as your homepage.**

**R:** So if you think of it in a way, from them giving you the cd to them providing you with this homepage, maybe with that shift can you see any change in their goals?



**I1:** Well ya, I mean with the CDs I felt like, if this is even what they wanted with the CDs, I felt like they were just trying to get you to **subscribe to something**. But now I feel like its more just about **using their site** and it seems **more integrated with the rest of the internet**. I don't know, **before it seemed like if you use Aol, you only use Aol and you don't necessarily use other things on the internet**. I don't know.

**R:** I understand, you would just be an Aol user. You would have internet explorer, you wouldn't use your hotmail account. It would be Aol email, Aol homepage, everything Aol.

**I1:** Exactly. Ya, but now I feel like, even though I saw there was Aol mail, I could use the Aol homepage but I could still use my gmail account. And its, I don't know, it's fine.

**R:** Its more integrated with the rest of the internet. Ok, that's good. Ok, so, just to tell you, their goal or their mission is 'to inform, entertain, and connect the world'. Can you identify with this mission at all? Either on a personal level or even connect it with the new Aol?

**I1:** Ya, I feel when you say that it makes sense. I see that they are trying to do that with like, just the way their site is with news on there. That's the **informing** part I guess and then the **connecting** part they had all the **links to the social media sites, facebook, LinkedIn, twitter**, they were right there on the screen. And then also just like, did you say that entertain was one of the things?

**R:** Yes.

**I1:** I can see that too, just with the **visual themes** you can put on the page. To me that is **entertaining** in some way, to be able to customize my page, so I think that makes sense.

**R:** They also have a lot of partnerships with movie channels and such, so I think that's also an aspect of entertainment. But I like your interpretation of it actually, it's interesting.

**I1:** To me it's totally **entertaining to be able to play around with the visual look of my homepage**.

**R:** Okay, so the next section is something that we haven't touched on yet in the survey. I am just going to start with the question and I won't go into what the section is about. Being Canadian, do you feel the need to associate with brands that are especially Canadian in any way?

**I1:** Yes, but not necessarily on the internet. Actually when I am using the internet, if this is what your asking, I know when I am using google I have the option of using google.ca but I would almost prefer not because I would rather see a **broader perspective** of whatever I am searching or looking at. Like I feel that is what the internet is, its bringing

the world to you, its not like I only care about Canada. But for sure, I do feel like I want to.

**R:** with more tangible things, not intangible.

**I1:** Ya, exactly, ya with like shoes, or clothes or food, I want to use Canadian made or Canadian things, but not with the internet, I don't feel like that at all.

**R:** So, even if a brand was associated with another country, doesn't matter where it comes from, you would still use it, or is that out of the question?

**I1:** Are we still talking internet?

**R:** Both, we are talking both. You can give me examples too if you want.

**I1:** Okay. With clothing I would be open to something from any country really. You know, if you had a brand that was fundamentally Danish, I'd be like, 'oh that's cool, its unique'. But with internet, but if there was an internet service provider that was Danish, oh it seems like it's from a sm...I would rather have a **broader world perspective** and for some reason I would feel that it wouldn't give me that. I don't know if that's true or not.

**R:** Maybe more narrow or something?

**I1:** Ya, it might not be but that's the perception I have so I would probably be more inclined to go with something **American or Canadian, or North American**.

**R:** so, you know what Aol stands for, right?

**I1:** **America Online**.

**R:** Yep, so that slogan American online doesn't have any impact with you?

**I1:** Well, it kind of does, but the thing is when I just hear Aol and think about Aol, I don't think of that really. Especially with their new identity actually, it just makes me think more, **'ok it's just called Aol'**. But when you bring it up, ok it does stand for America online, it does seem a little bit like, **why America? Why not Canada?** Why would your name be that? Are you only trying to have Americans for customers? Is that what you are aiming for? Or..maybe its just they don't intend that at all but its kind of how it comes across. I think it might be better if that wasn't their name. But, it's only when I really think about what Aol really stands for and I have to say I don't think about that as much now as I did when I initially saw the Aol disks.

**R:** Okay, did you think about that, say when you first saw the survey?

**I1:** Yes, because that was my only other time I had been exposed to Aol was those early **CDs** that we got in the mail and from what I remember pretty blatantly say **America**

online on them. It wasn't just Aol. And especially at the time not ever hearing of it before, being like, what is this? You kind of remember that. But now that I have gone on their new site I probably won't think of it like that as much.

**R:** Okay, thank you. Ok, next section is about the nature of the overall industry of online content providers. Aol is an online content provider where you can personalize your homepage to present topics that are relevant to you. But there are also other companies that do the same thing. Can you name any of Aol's potential competitors?

**I1:** Google, msn, simpatico, I never go on this site but I think yahoo probably does. I think a lot of the major search engines do a similar thing where you can customize. Those are probably the main big search engines that do it, that I would think of.

**R:** Of the ones you just mentioned, is there one you think is the forerunner in the industry? And why?

**I1:** I don't know if it's the forerunner, but the only one I have ever used or actually used for that reason to customize is google. I would think they are probably the forerunner. It's kind of the one that most people don't have any...everybody likes google. It's so, almost plain, like their white background, the uncluttered appearance of their site and literally you can customize and have like two things on that page if you want. Everybody uses google as a search engine, I feel like it's definitely the easiest one to use. And for some reason with other ones, like msn, people don't like the look of the page like it's a lot more in your face, whereas google is plain. I think it's more easy for anybody to accept, if that makes sense?

**R:** To accept? To say 'I like it' you mean?

**I1:** Not even necessarily to say 'I like it, but I don't mind it', it doesn't bother me. When I look at msn.ca or simpatico, it's a bit...I don't know. I don't think they have the whole customize your look of your page, maybe they do. But even if they do, when you customize it still looks like msn very much so, there's not that much you can change, there is still the blue banner. Whereas google is a lot more...what's the word?

**R:** Personalized, maybe?

**I1:** It's just more...calm. I don't know. Ya it's more personalized too. You can get rid of a lot of the random stuff on the page. And less ads too, I feel like. Your google homepage, I don't think I have ever seen ads there.

**R:** Did you notice ads on the Aol homepage?

**I1:** Ya I did. There was a big, not a banner, but a square sort of interactive ad on the right side of the page which actually took a big portion and then it was like rate this ad or something like that, and I was like, 'I don't want to do that'.

**R:** Have you ever seen any advertisements for Aol.com?

**I1:** Nope.

**R:** Other than the CD, obviously.

**I1:** No.

**R:** Have you ever seen any advertisements for the competitors of Aol?

**I1:** No, and I hadn't even heard of or known about their new visual identity until your survey.

**R:** Of Aol.

**I1:** Ya.

**R:** Ok, but you have never seen any google advertisements or Sympatico advertisements?

**I1:** No.

**R:** Msn is Microsoft right.

**I1:** Nope.

**R:** Okay, so if they don't advertise, how did you hear about them in the first place?

**I1:** Ya well google I realize you could **customize** it just because I use it as a **search engine** and once you have been to it a few times you eventually notice it says sign in. or somebody else has it customized and you see it and your like oh that's cool, how did you do that? With msn the reason why I knew about that one when we got our new computer or internet explorer, it was natural or..

**R:** Default.

**I1:** Default, ya, site, homepage or whatever. But ya, that's how.

**R:** Can you think of why you started to use google as a search engine in the first place?

**I1:** Ya I know exactly why I did, but I don't know if it's relevant to this at all. But its because my **grade 12 biology teacher told us about it**. I remember we had to do this research project and he was like, go search it online and use google. I remember thinking 'what is google?' I had never even heard of it. And I had no idea what he was talking about. I went home and I was like, google...oh, it was completely foreign. Also because when I first went to google it didn't look like yahoo or excite or those other search engines because it was so plain so at first I was like, what is this? But then as soon as I

realized it was just a search engine but it was so much plainer it was just nice. Like **less ads or no ads**. And Google also has a **reputation**, or in my mind at least, has a reputation for being the **most comprehensive search engine and you get the most complete results**. For some reason I think if I search on yahoo or msn ill get almost biased results for some reason. And I'm totally going off on a tangent but with Aol I noticed that it said it was **enhanced by google** but it made me wonder if its just a google search engine on an Aol page or is it somehow google and Aol together? So if I just search something on google would I get different results than if I searched something on Aol.com? I did wonder that. I tried out the search engine, it didn't come out exactly as google does but it looked kind of similar, but I was still like, would I get the exact same results?

**R:** Ya that would be interesting to test.

**I1:** Ya, I would want to know that before I actually used that for my homepage.

**R:** Interesting. Okay, last question. Is Aol a company that you identify with? And by that I mean would you say, 'ya I use Aol' to someone if that asked, or would you even use Aol?

**I1:** Now with their new identity, and now that I kind of have a better idea of what it is, I probably would but like I said before I did I would want to know whether it's the same results I'm getting as google. I actually really like how the news was shown on the page when you customize it. But I like using google as my search engine the most, I **trust** it the most, so I would want to make sure I was getting the same service. And before, when those disks, way back when, maybe 95 or 96 or something when we got those CDs in the mail, I wouldn't use it. I just remember **I didn't like it** for some reason, I was like **what is this America online, we're Canada, why are you sending us this?** I know people who did use it and it was almost like you are either an Aol user or you are not. Now it seems like you can be an Aol user and its no big deal, its not like oh you use Aol. Its like oh i have a hotmail account I have a gmail account, like whatever, it's **not a huge divide**. It doesn't seem so foreign now. It just seemed more integrated with the rest of the internet.

**R:** Is there anything else you would like to mention about Aol before we conclude the interview?

**I1:** I like their new visual identity. I think it looks really **cool**. I really like the white font cutting out of the different backgrounds which are all **bright colours** and **optimistic images** I guess. I think it's really cool. I think it **looks good**.

**R:** Okay great, thank you for your time.

Time: 30:25

## Interview Transcript #2

R = Researcher

I2 = Interviewee2

### Coding

Associations with old Aol

Associations with new Aol

Desired features of a web portal

Associations with Google

**Researcher:** So you have previously completed an online survey about Aol. This interview will give you the opportunity to clarify and expand on questions posed in the survey and will bring up some new issues concerning Aol. I will use this interview guide to ensure we touch on important subjects but you are free to answer as you like, preferably as truthfully as possible. If you at any time feel uncomfortable or cannot answer the questions please do not hesitate to say so. This interview will take approximately half an hour but you can stop at any time. This interview is recorded and the results will be used towards my master's thesis and will be kept confidential. So there are about 5 different sections, different types of questions. The first is regarding your awareness of Aol, so the question is, in what capacity have you experienced Aol? All different capacities you have experienced it, you can describe.

**Interviewee2:** Well I went in it as a result of your survey because you did the survey and because I had only breezed by it in the past I went into it. I basically went in and scanned around to see how it was relative to other pages I've looked at.

**R:** That was the most recent experience, what about experiences many years ago?

**I2:** In the past you always got the free disks. Every time you got a new computer there was an Aol disk that came with it. Generally it was more work than it was worth to even go into them. You'd start it, and you would end up going to your default web provider. So I didn't spend a lot of time looking at it, I generally found it, for me personally, more of a frustration.

**R:** Do you remember what year this was?

**I2:** Oh my gosh, let's just say 10 years ago maybe, could be more, but 10 years basically. Right up until about 6 or 7 years ago.

**R:** Have you ever had any interactions with anyone who works for Aol?

**I2:** No.

**R:** Okay. So the next section is your opinion of Aol but the visual aspects of Aol. When you see or think of the old visual identity what do you think about? Can you remember what it looks like?

**I2:** No, I would be guessing a lot about what it looks like. What I remember is that it **wasn't really pliable**. You had to do more searching than it was worth to find anything. It was easier to go into a web search to find what you wanted instead of finding what was provided on the page as a link.

**R:** Okay, but I am asking here about the visual aspect, not necessary the function yet.

**I2:** Ya, and **as far as the visual I don't remember a lot** because it has been quite some time.

**R:** Okay, when you look at the new visual identity, what do you think about? What comes to mind?

**I2:** It's **easy to look** at. The **colours**, the basic colours it defaults to are easy, sort of **upbeat** and **updated**.

**R:** Does it fit what your image of Aol is? What you think of Aol? What your perception of Aol is?

**I2:** Ya I think so, they are a company that tries to follow the trends and tries to **keep up with what the market is** and what the competitors have to offer. That's what I would think of them. They have been **around for a long time**. There is always something from Aol in front of you.

**R:** Even between when you got the disks and now?

**I2:** Not as often, but you still do get things from Aol.

**R:** Like what?

**I2:** Just if you're looking for something, doing a search. I have had them come up a number of times. If I have been reading a computer magazine I am quite sure I have seen them there too. It always feels like they are familiar to me.

**R:** Like an advertisement for them, is that what comes up? Or is it content pages?

**I2:** More of an advertisement.

**R:** Okay, advertisement. In your personal life, not professionally, what do you take into considering when deciding on an internet content provider?

**I2:** Something that when I bring it up it gives me a real **snapshot of local and global news** that is real **relevant** so that I don't have to do the search each time for them, to see what I want to see.

**R:** Okay, so the next section is your opinion of Aol, but more textual aspects. A company's mission statement is like a statement of purpose, you know that right?

**I2:** Yep.

**R:** From your knowledge of Aol, can you think of what they might have as a mission statement? From the change that has recently happened, going from CDs to this online content.

**I2:** I would say that what they are trying to do is be **user friendly**, **easy to use**, **easy to adopt** as a page over competitors.

**R:** Their mission statement is to inform, entertain and connect the world. Do you think this is reflected in what you have experienced with Aol?

**I2:** Because I haven't done a lot with it, inform yes, **entertain**, at this point I would be **neutral** on it and what's the third one?

**R:** Connect the world.

**I2:** **Connect the world**, you know they are probably equal to any other one I would use **out there right now**. As far as using their search engine, which I am not sure if you are asking about that, I am not sure if it would bring up more local or global pages.

**R:** Okay. From this slogan, like if you saw an advertisement with this slogan, would it draw you to use Aol?

**I2:** I might. I want something that comes up **quickly** and is **very easy to use** and easy to view the page that **give me good information and areas of interest** that I might want to look at before I go into whatever work I intended to do on the computer.

**R:** Okay. The next section. Since you are Canadian, do you feel the need to associate with brands that are especially Canadian?

**I2:** No.

**R:** Especially internet brands.

**I2:** No, Not really. But again, when I look at something, what's provided doesn't matter, but the **information provided should be delineated between local and international**.

**R:** You know where Aol comes from, right?



**I2:** The word Aol?

**R:** Ya.

**I2:** America online.

**R:** Do you think of America when you think of Aol?

**I2:** No, not really.

**R:** Okay. The next section is about the nature of the internet content provider industry.

**I2:** Can I just finish up on the last one?

**R:** Sure.

**I2:** I could be unique as far as the Aol, America online that I don't care. There are a number of people that in my mind would care. They could keep the Aol as an acronym for something else and change the American to some other more global word, which would make sense. That way it would eliminate the potential for people to be partial to that versus another.

**R:** Okay, next question. Aol is an online content provider where you can personalize the homepage to represent topics that are relevant o you. There are also other companies that do the same thing, can you name any of Aol's potential competitors?

**I2:** Google, Yahoo, Simpatico, which...I guess is one as well. These ones that jump out are Yahoo, which is quite popular, and is it firefox? How does that work?

**R:** That's a browser.

**I2:** That's more a browser, ya ok. So the main ones I would look at would be Yahoo and Google.

**R:** Okay so those are the forerunners in the industry from your perspective?

**I2:** ya.

**R:** Okay. You mentioned you saw advertisements for Aol before. Do you remember what they were advertising or was it just Aol in general?

**I2:** I would have to say Aol in general.

**R:** Okay. No specific content pages. Have you ever seen advertisements for competitor's services or content?

**I2:** On occasion, but I am the type that doesn't spend a lot of time looking at advertisements.

**R:** Okay. So how do you know about google then, and yahoo? Do you remember?

**I2:** Well I know about yahoo. Over the years you hear them, but yahoo I remember because of a friend's son because the president, I believe he was, at yahoo.

**R:** Okay. So, last question. Overall is Aol a company that you identify with as a potential consumer?

**I2:** Ya, it would be. **It would take a bit of getting used to.** We are creatures of habit. We get used to whatever...what's the name? How do you define the difference between a web browser and homepage?

**R:** The web browser is internet explorer and an internet content provider is...

**I2:** For my homepage?

**R:** Ya.

**I2:** Ya, so it's what you get used to I think. And I have tried various ones over the years which I can't think of any names but I've tried them but I think it's when you get used to something. The key is when I bring it up I want it to first of all **highlight really quickly if there is any local or world news** items that come up real quick. That's what I watch for the first thing, then I generally look at my **local weather**. It gives me a brief idea. So for me to adopt it would take a matter of getting used to it and I would have to consciously do it or **have a reason to change**. Someone would have to provide me with an added value reason or motivational reason of some sort.

**R:** Can you think of a motivational reason which would make you change?

**I2:** Well lets say there was some kind of random contest where every time I went into it, or if I went into that page, its like a puzzle and each time I go in I collect a different peevie of data or letter so that I can start to put something together that I can submit for a prize, something to motivate you to go back in. and once I am used to it I go back all the time, but to get me consciously doing it because its too easy to go where I use now.

**R:** Is there anything you would like to mention about Aol before we finish?

**I2:** **I like the idea that Aol is out there.** I like the idea that they are another option people can use. But when I look at it I look at it from the perspective that you can't just throw yourself out as a option and understand or believe people will use you. I think you have to **give people a motivation of why they should use you over others** and somehow that message has to get across either through continuous usage so people get used to it or

through some kind of carrot that motivates them to go in and reset their homepage to this instead of something else to get used to it. To change people over from what they do, maybe the younger people do it more often than my age group but I would think I need a motivation to do it.

**R:** Okay, thank you for your time.

Time: 15:21

## Interview Transcript #3

R = Researcher

I3 = Interviewee3

### Coding

Associations with new Aol

Desired features of a web portal

Associations with Google

**Researcher:** Okay, You have previously completed an online survey about Aol. This interview will give you the opportunity to clarify and expand on questions posed in the survey, and will also bring up some new issues concerning Aol. I will use this interview guide to ensure we touch on important subjects but you are free to answer as you like, preferably as truthfully as possible. If you, at any time, feel uncomfortable or cannot answer the questions, please do not hesitate to say so. This interview will take approximately half an hour but you can stop it at any time. This interview will be recorded and the results will be used towards my master's thesis and will be kept confidential.

**Interviewee3:** Okay.

**R:** There are about 5 different sections in this interview, and the first part is about your awareness of Aol. In what capacity have you experienced Aol?

**I3:** I don't understand the word capacity.

**R:** To what extent have you experienced Aol? Describe all the experiences you can remember.

**I3:** I have only worked with Aol when I did the survey. And a short while ago I took a quick glance at the website to see what it was. I would still describe myself as pretty unfamiliar with the organization and with their website and what they have to offer.

**R:** What did you look at on the website when you were on it?

**I3:** I looked at some of the different applications. They had some finance links, they had some weather links and stuff like that where you can check out finances all around the world. What I discovered was you could actually check out finance all around the world and weather all around the world, but as a Dane I couldn't use it that much because all the stock currency was in dollars and I can't use that for anything because I bought my stocks in a different currency. Maybe it's possible to switch the currency on the website but I didn't know how to do that. Also the temperatures were in Fahrenheit so that was kind of confusing. I found out how to change that though, but when I want to do a specific search on my city it told me there was no such thing as Aarhus, and I totally disagree with this.

**R:** When was this that you went on the website?

**I3:** That was yesterday.

**R:** Okay, so I am going to continue to the next section. Have you ever had any interactions with anyone who works for Aol?

**I3:** Nope.

**R:** Do you remember what the old visual identity looks like when you took the survey?

**I3:** No I don't.

**R:** So when you see the new visual identity that is on the Aol website, you know those pictures that you saw on the webpage, what do you think about those?

**I3:** I think they are...what is the word..(Danish word)? I don't really have an opinion about them and I think that's a bad thing because in a way, it's just there. If I have to reflect on it, and now I will, if what they have to offer is something that basically doesn't matter to me, I wouldn't perceive their, what is that called, their visual identity as something positive. I mean, if their whole identity, what they think about themselves and what they want to be, if that doesn't make any sense to me, if it doesn't matter to me, I don't see how any of their applications or any of their technical web stuff should matter to me. Whereas Google for instance, it's a pretty basic design when you look at the Google website, but just the name Google changes all the time depending on the seasons, depending on what kind of holiday is coming up, they change the Google logo which I think is kind of cool. The blue troll in the upper right corner, I don't care. Weird colours, fish, I don't see how it connects to Aol and it definitely doesn't apply to me in any way.

**R:** Okay, so you are saying that the identity that they are portraying, it may fit their company as they see it, but it certainly doesn't fit from your perspective?

**I3:** That's how I see it. I mean I would believe that they have created an identity that they think reflects their company, otherwise I don't see the point in having an identity.

**R:** But it's not an identity that you identify with at all?

**I3:** No, its not.

**R:** What do you take into consideration when deciding on an online content provider to use in your personal life?

**I3:** I want it to be easy to use. I mean, internet for dummies is pretty much my level. Speed obviously. When you work with the internet, you want a lot of information and you want it fast so speed obviously makes a huge difference. There are probably other

things that I can't think of. But to return to the concept of the first point, user friendliness. That's another reason why I am using Google, it's **easy to use**. I have a few applications that I use. I use Gmail, I use **Google earth**, I use the general **search engine** and that's very **easy to use** and I like that. Whereas when I went to the Aol website it seemed kind of **confusing**. I supposed if I **took more time to get to know it** might be kind of entertaining. I watched, I think it was called 'Yoga of the month' where you have a short video that showed you how to do a certain yoga exercise that would make you sleep better. I think that was entertaining, but overall there was just **too much stuff crammed in there** and it was kind of **intimidating** actually.

**R:** You said that you would have to take more time to get to know it?

**I3:** Ya.

**R:** What would motivate you to take that time?

**I3:** Ya that's a good question. **If I had a feeling that I could actually use a majority of the applications**. I think a lot of it was just **news**, mostly **American news**, that's another thing I didn't like about it, it seems as though it was **made just for Americans**. I don't really care what a person in Connecticut did the other day, whereas I am constantly comparing to Google because that's what I use. On **Google you don't have the same overflow, heap of news, it's just a search engine** and if you want something else you click on a link and you get to another application. As I said there were a couple of things that I like but **I just didn't have the immediate feeling that I would be able to or wanted to use the majority of the offers that the Aol website gave me**.

**R:** But you had that feeling when you started using Google?

**I3:** No because...yes, but its different because when you are using Google you just have to look, its not like you have the whole website, you just have the **search engine** you can write whatever you want to search for. If you find out you want to work with the **Google calendar**, you just click more and you click calendar or you choose **maps** or whatever you want. **It's not something that's right there in your face and you have to make up your mind about it, you don't have to make any decisions**. Whereas if it's on the website, on the Aol website, its all there, **you have to look at it, you have to make up your mind**. Whereas with Google applications...I was using the search engine a couple of years before I created a Google mail account but **one of my friends just told me how easy it was to use so I decided to create a Google account**. A month or two ago I found out the Google calendar might be a clever thing to use to organize different things in my spare time or stuff I work with and so I knew it was there and clicked more, and chose calendar. Then I am starting to use that, I have to make up my mind what I think about it. I feel it's more **relaxed** just have one thing that is concrete, **just a search engine**. Whereas compared to Aol there is so much you actually have to look at, its **changing**, there are a lot of **images sliding on and off the screen** and personally **I don't like that**.

**R:** Aol is an internet content provider where they have this page, and in theory you can customize it to say, I only want certain information on there. Google has the same thing, did you know that?

**I3:** No.

**R:** Well that's just to bring your attention to it, its another aspect of Google that is similar to Aol, but this aspect of Google is maybe a little more customizable where you can customize the layout and customize exactly what kind of news you want on there and weather from which city in Fahrenheit or Celsius. So they do have a similar thing but I totally understand what you are talking about in comparison to how you use Google and how Aol is set up. That the way you use it, Aol is not set up for that purpose necessarily.

**I3:** But I have the feeling that it could be. I mean, I didn't work with it for that long, but I have the feeling that it was possible to customize your own personal Aol website. However, I just wasn't interested enough in having one. If I want to know about finances, I check out the TV. The weather, if I want to know about the weather, I look out the window.

**R:** So you are saying that having Google, just having a search engine for your front page is good because then you can go on there, you know what you want to look for and you find it. Whereas with Aol you go on there and you have to actually go on the website trying to find out where everything is.

**I3:** I mean, Aol as a search engine is fine.

**R:** It's a Google search engine.

**I3:** Oh, maybe that's why it's so fine. But you just type whatever you want to search for and you will get to it, hopefully. Maybe it just comes down to my own self discipline but when I get to that website and I see images all over and small bits of text here and there, it will take me 5 or 10 minutes to write whatever I want to search for and press enter. Whereas, with Google, I can look at how they spelt Google, with Lego or snowmen and that is done pretty quickly and then you are on to work. So maybe it's just because I don't have the self discipline to have all these opportunities, its likely.

**R:** I wouldn't say self discipline, but maybe focus?

**I3:** Ya focus is a better word.

**R:** The next section is about the textual aspects of Aol. Do you know what a company's mission statement is?

**I3:** No.

**R:** A company's mission statement is comprised of their goals essentially. What the company is striving for. Can you think, just from your visit to Aol, can you think of what their goals might be?

**I3:** I would think it would be something like, providing information, on a large scale because they have the search engine which is of course good if you want to search for something, but also you have the opportunity to search for info in a wide range of different topics, as I mentioned finance and weather, two very different things. And I think there were like 12 or 14 other links you could click on. The one thing that entertained me was the Yoga video which I think was really cool because in a way it makes you think about your health in way, and your own well being which I think is pretty unique for a content provider. I didn't think about this when I watched it, but now that I am reflecting on it, it seems as though they are interested in my well being and I think that's amazing. I don't know if that's the message they wanted to send, when I am reflecting on it that's how I see it. But generally I see it as a company that is providing information on a wide variety of topics.

**R:** Do you find this mission statement that you came up with as something you would identify with or something you would use?

**I3:** Yes and No, and I should probably elaborate on that. Yes because the whole idea of having a lot of information in one place, I actually like, but at the same time having too much information in the same place I don't like because it's confusing. And that is probably where the concept of customizing your own Aol page comes in. but ya, I think I like it, the only thing is that I have to sit down and customize it myself and make up my mind. 'This is really what I want'. Right now, if I want to hear or read some news, I'll go to Google 'news' or Google 'TV2' or Google a Danish newspaper or something or go on the TV. So I think the opportunities that Aol provides are more directed towards people who spend more time in front of their computer. So if you are travelling a lot, or if you don't watch TV or read newspapers then it's probably a great website, but it's just not what I need.

**R:** Aol's mission statement is 'To inform, entertain and connect the world' so you I think you got 'to inform' quite well.

**I3:** Ya.

**R:** You even touched on some aspects of entertainment there.

**I3:** Ya, I'm proud.

**R:** So do you identify with this actual, this real mission?

**I3:** Ya I do.



**R:** Can you elaborate? I understand how you identify with ‘to inform’ already and you’ve already explained entertain, but maybe you have more aspects you identify with ‘to entertain’ and same with ‘connect the world’?

**I3:** I don’t know if I have much more. In a way I am kind of an ambiguous person because before I said I didn’t care much about people in Connecticut, they are probably nice people. But at the same time, I like this global village that all this information creates. So I suppose that’s kind of weird, I haven’t thought that through. Sorry, I’m not really sure what to say.

**R:** Okay, we can continue.

**I3:** Please return to it, or maybe I will return to it accidentally.

**R:** So, being Danish do you feel the need to associate with brands that are especially Danish? And here I am thinking of brands that are tangible, or on the internet as intangible brands.

**I3:** I would like to say no, but I also know sometimes I will choose something just because it’s Danish. Usually I will just go for the **better product** and if the better product is a foreign one that is just what I will choose.

**R:** So for internet content providers, does it matter if the website has .dk at the end? Does that provide any value to you?

**I3:** No. Well actually, in that case I would probably not choose it because the internet is about **connecting to the world** and I would feel like I was doing the wrong thing if I was trying to connect to the world through a .dk website. I know that google is .dk, or .com, I’m not sure.

**R:** You can get it in all of them.

**I3:** But no, the .dk, it’s not something I do. It’s my starting page so I do not type it. I know the couple of times that I have typed Google in the search bar, I have typed .com, probably because I thought it was a .com site. But no, when it comes to internet content providers .dk makes absolutely no difference. Actually I prefer the language to be in **English** because I have the feeling when you are using the internet it should be in English because you want **to communicate with the rest of the world on the web**. The way I see it, I study English, I feel it would be great if everyone would just speak English. End of question. It’s just so easy.

**R:** Okay, great. Do you know where Aol comes from?

**I3:** Country or city?

**R:** Country.

**I3:** I would expect, the **US**.

**R:** Do you know what Aol stands for?

**I3:** **America Online**.

**R:** So when you think of Aol, do you think of America online? The states?

**I3:** No.

**R:** No, okay. So now we are going to talk about more the wider perspective of the internet content provider industry. Aside from Google, can you name any other internet content provider competitors to Aol?

**I3:** Ya, I don't know if they are still there, but I used to use, whets it called, Yahoo. A search engine that's called AltaVista, I don't know what its called in English.

**R:** AltaVista, it's the same in English.

**I3:** I don't know if Jubii is still around?

**R:** U-B?

**I3:** Ya, J-U-B-I-I. It might be a Danish company, I'm not sure.

**R:** So of these competitors, including Google, which one do you think is the forerunner?

**I3:** I would imagine it to be Google.

**R:** Why do you think it is? Do you have a reason?

**I3:** Because it's just what you hear. It's always **Google this**, **Google that**. Google is kind of the amazing story, it's about pretty much everything about this society, its **innovation**, its **usability**. Ya, you just hear about Google all the time.

**R:** Have you ever seen any advertisements for Aol services or content?

**I3:** No, I don't think so.

**R:** Have you ever seen any advertisements for competitors of Aol?

**I3:** Ya, I think I have seen the yahoo logo online somewhere, but...

**R:** No specific advertisements come to mind?

**I3:** No.

**R:** Last question I guess. Overall, is Aol a company that you could potentially identify with if you took the time and had the motivation to do so?

**I3:** Ya I think so.

**R:** You think so?

**I3:** I mean are we talking about switching?

**R:** Ya.

**I3:** No...it's just that I am so familiar with Google. In that sense I am pretty conservative. I know how to use it, and unless the new provider could provide me with something significantly better than what I am using, I don't want to bother taking the time. Something like the yoga video might actually do the trick. I think it was called 'Yoga of the week' which means there is probably something new on next week and you could probably make or create your own yoga session. That could probably do it. But right now there is nothing wrong with Google, there is nothing missing when I am using Google. So I don't think I am likely to switch.

**R:** Is there anything else you would like to mention about Aol before we conclude this interview?

**I3:** What I have been thinking about is their visual identity, I touched on that earlier already. Seeing all these different images as part of their visual identity which I just don't understand. That's probably one of the main reasons why I wouldn't switch internet content providers because, they have some really cool things, again I will return to the yoga video, but as long as they have things I really don't identify with, things that are repelling me in a sense. I am not going to switch to something that has a big part of it that I don't like.

**R:** Okay, thank you for your time.

**I3:** You're welcome.

Time: 31:32

## Interview Transcript #4

R = Researcher

I4 = Interviewee4

### Coding

Associations with new Aol

Desired features of a web portal

Associations with Google

**Researcher:** You have previously completed an online survey about Aol. This interview will give you the opportunity to clarify and expand on questions posed in the survey, and will also bring up some new issues concerning Aol. I will use this interview guide to ensure we touch on important subjects but you are free to answer as you like, preferably as truthfully as possible. If you, at any time, feel uncomfortable or cannot answer the questions, please do not hesitate to say so. This interview will take approximately half an hour but you can stop it at any time. This interview will be recorded and the results will be used towards my master's thesis and will be kept confidential. There are about 5 different areas we are going to touch on, the first being your awareness of Aol. Can you describe what you have experienced of Aol? Describe as much as you can.

**I4:** I didn't have any previous experience with it at all before the survey. I just checked it out today and it seems very comprehensive. It touches on a massive amount of information. I think its probably quite superficial information. My immediate impression was that it is targeted at a younger audience. The first thing you see is Britney Spears something, a commercial, so its very popular with a lot of commercials. But it also seemed to be quite user friendly and you could personalize it in your own way which I liked. So I think if I gave it more of a try it would be okay, but my immediate impression is that it is very commercialistic.

**R:** Have you ever had any interactions with anyone who works for Aol?

**I4:** No.

**R:** On the website did you notice the visual identity? Like the logos and how you could choose your own logos?

**I4:** Yes

**R:** What did you think about these?

**I4:** Almost childlike. Then I thought, 'ok, this is targeted even younger than I thought'. Very populist, if you can say that.

**R:** I understand what the word means, good word!

I4: Ok.

R: What do you take into consideration when deciding on an internet content provider to use?

I4: It should be **easy to overlook**. Most importantly **user-friendly**. I think that's about it.

R: When you say easy to overlook, is that easy to look at?

I4: No, to...in Danish its...it should be **easy to see the different features** and **it shouldn't be too many things popping up and moving around**.

R: So a more **simple overview** on the front page.

I4: Ya.

R: so the next section is about the company's mission statement. A company's mission statement is basically their goals, what direction they want to take the company in. Just by experiencing Aol in the short time you did, can you think of what kinds of goals Aol might have?

I4: **To reach as wide an audience as possible**. And I don't know if that's in their mission statement, but it seems to be a **younger audience**. But with all the features that are on there I would think its just to reach as many people as possible, to have as many people use Aol as possible.

R: So their slogan or mission statement is 'To inform, entertain, and connect the world'.

I4: Ahh, okay!

R: So you were correct in the reaching the world part. Can you see how other aspects of this statement make sense?

I4: **Entertainment** for sure. It's all entertainment, or not all, but what's most evident the first time you see it is they want to entertain you. The news is **easily digestible news** and there is a lot of **fun things to do** there. And what was the other one?

R: To inform.

I4: Ya they have news and they draw news from all kinds of newspapers. So ya its **packed with information** about **yoga** exercises, **adverts** and different things.

R: Ya you said it in the beginning that there is lots of information on that page.

I4: Ya

R: Regardless of the fact that you think its geared towards a younger audience, do you identify with this mission that Aol has? Do you like those goals for a company?

I4: Probably not personally.

R: Okay, why?

I4: Well the fact that there are so many adverts on the page says to me that they are very much controlled by other companies and I would feel that I am being indirectly or directly influenced in a way that I wouldn't like to be. I want to make my own decisions about what information I need. I don't want an advert for a car filling one fourth of the page. I know that's something you can choose in your personal information page but still it seems too commercial for me. The mission statement is ok, 'to entertain, to inform', but I think the way they do it seems to be maybe a bit too commercialized.

R: You said you like to pick and choose your information. What do you use now for your provider? How do you get your information?

I4: Google. And its very simple and its just a space where you search and then there are just a few different ways you can search, for pictures, files. So you are not bombarded with all kinds of things.

R: So you don't have a specific start pages with news for sports, or?

I4: No.

R: You just use google search to get what information youi need, when you need it?

I4: Yes.

R: Ya and that is a very simplistic way of doing it. Okay, next section. Being Danish, do you feel the need to associate with brands that are especially Danish? Especially online brands.

I4: No, not per say. It's the content that's important. If the content suits my needs which is also related to me being Danish, then if the company is American and it still fulfill those needs then its ok. I'm not sure if that exists but it would be okay.

R: Does it matter if the language is Danish or English for that kind of information?

I4: It should be either Danish or English.

R: Do you know where Aol comes from?

I4: No, It looked very American.

R: Do you know what Aol stands for?

I4: No.

R: America Online.

I4: Well...okay.

R: Good guess. The next section is more of a wider perspective on the industry. Can you think of any competitors Aol might have? That you have heard of or experienced. You already mentioned Google.

I4: Yes, And MSN, maybe..

R: If you cant that's fine.

I4: Ya, I think that's it.

R: That's fine. Have you seen any advertisements for Aol at all?

I4: I seem to have heard it before, but I can't say when and where.

R: Have you seen any advertisements for their competitors like Google?

I4: Not recently, I don't think.

R: Okay so the last question is if Aol is a company that you would identify with or ultimately use in the long run.

I4: No.

R: Could you just give a brief overview?

I4: It was just way too much information. I'm happy with Google. I don't feel the need to change and it would have to be something that I really thought was better. I think this seems too commercialized.

R: Is there one thing that you would think would be better that you could use?

I4: For me?

R: Ya

I4: Less information. And a more serious look. It doesn't look very serious. I know that's not their aim but to work for me it seems as if they use all their energy on entertaining. It

makes me think, is that their only objective? Its not that kind of entertainment I am looking for. It's a page to search for information, but it seems like a very small part of their objective. And the information and entertainment is just not...

**R:** Not geared towards you.

**I4:** Ya, no, I don't need that.

**R:** Is there anything else you would like to mention about Aol?

**I4:** I think it looks professional and I think for a different age group they are probably on the dot. But personally I am just not geared towards that much information. I get so much already.

**R:** Thank you for your time!

Time: 13:38



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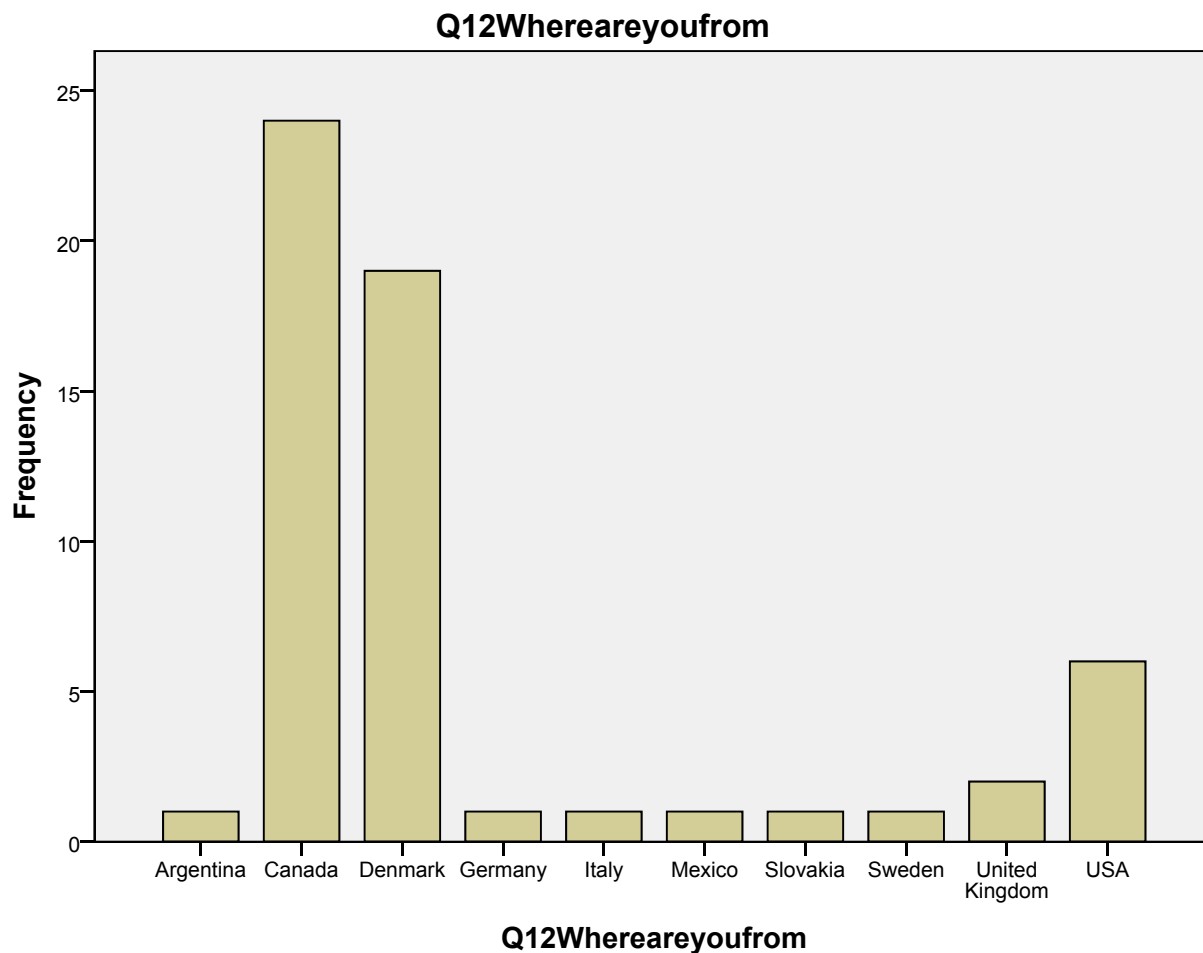
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	Italy	1	1.8	1.8	80.7
	Mexico	1	1.8	1.8	82.5
	Slovakia	1	1.8	1.8	84.2
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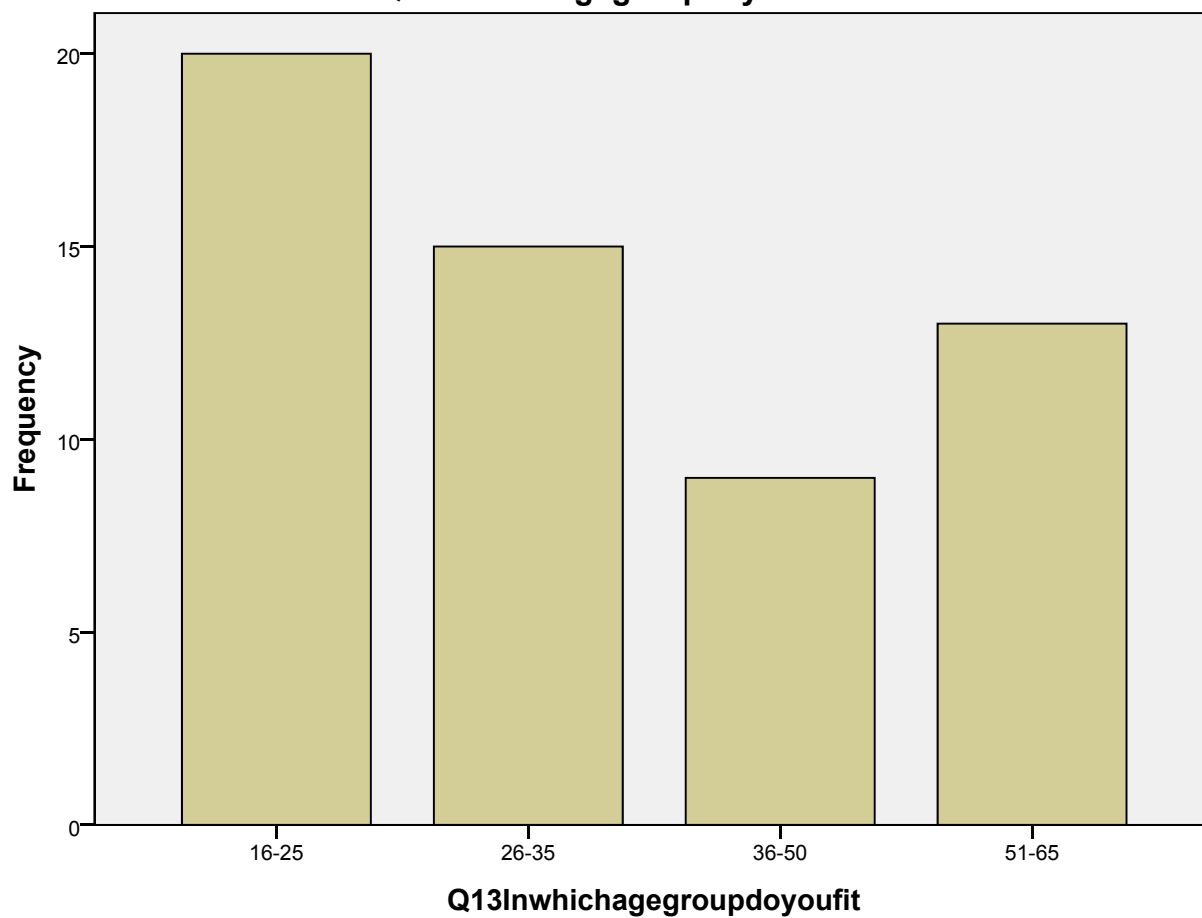
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## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

**Q13Inwhichagegroupdoyoufit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	20	35.1	35.1	35.1
	26-35	15	26.3	26.3	61.4
	36-50	9	15.8	15.8	77.2
	51-65	13	22.8	22.8	100.0
	Total	57	100.0	100.0	

**Q13Inwhichagegroupdoyoufit**

```

FREQUENCIES VARIABLES=Q13Inwhichagegroupdoyoufit
  /PIECHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

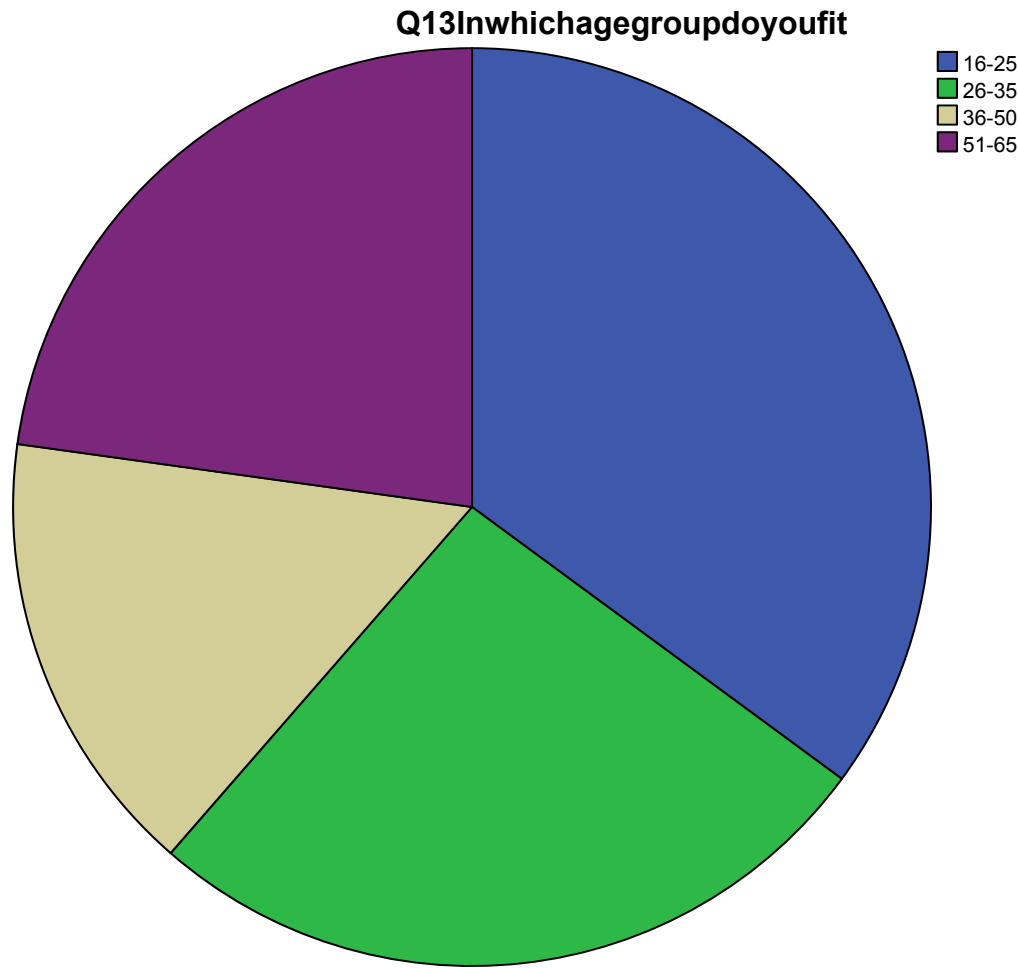
Statistics

Q13Inwhichagegroupdoyoufit

N	Valid	57
	Missing	0

Q13Inwhichagegroupdoyoufit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	20	35.1	35.1	35.1
	26-35	15	26.3	26.3	61.4
	36-50	9	15.8	15.8	77.2
	51-65	13	22.8	22.8	100.0
	Total	57	100.0	100.0	



FREQUENCIES VARIABLES=Q14Areyoumaleorfemale  
/STATISTICS=MEDIAN

```
/PIECHART FREQ
/ORDER=ANALYSIS.
```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

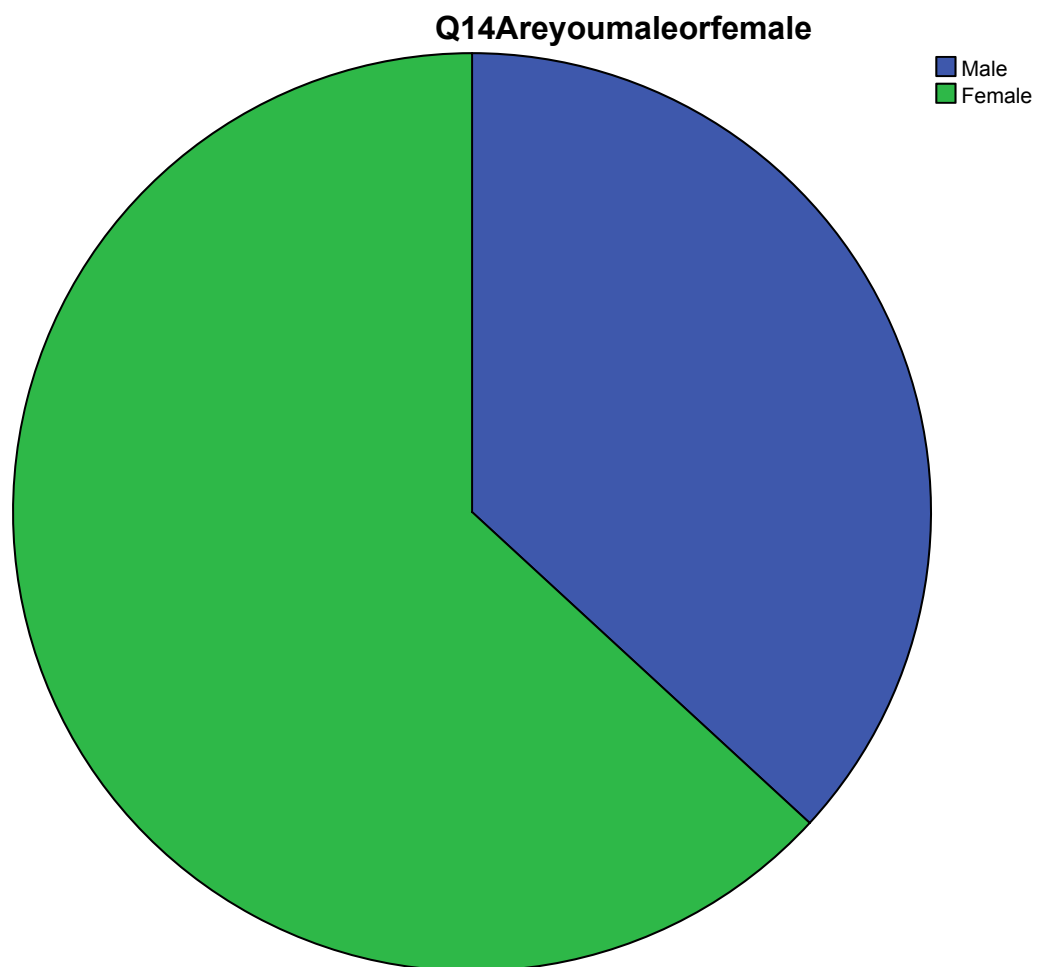
### Statistics

Q14Areyoumaleorfemale

N	Valid	57
	Missing	0
Median		2.00

### Q14Areyoumaleorfemale

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	36.8	36.8	36.8
	Female	36	63.2	63.2	100.0
	Total	57	100.0	100.0	



```
FREQUENCIES VARIABLES=Q15What is your current occupation  
  /STATISTICS=MEDIAN  
  /PIECHART FREQ  
  /ORDER=ANALYSIS.
```

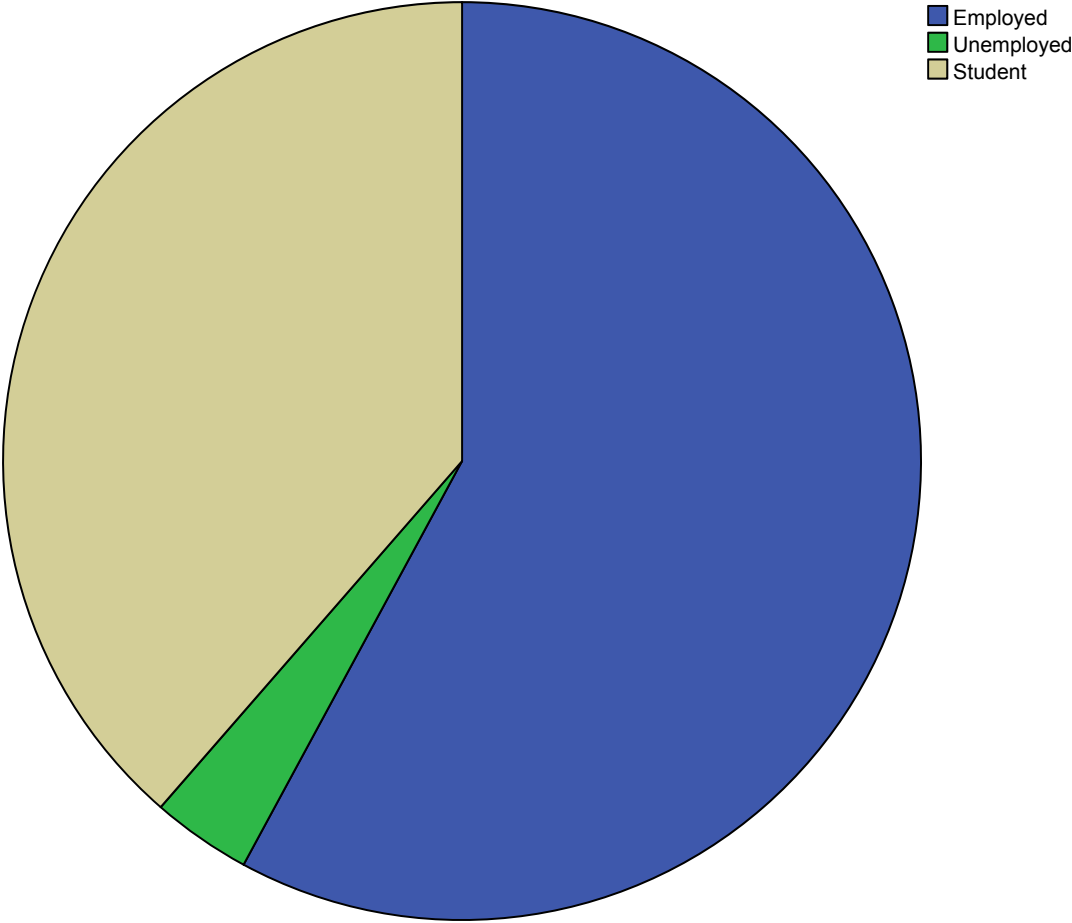
## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

Q15Whatisyourcurrentoccupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	33	57.9	57.9	57.9
	Unemployed	2	3.5	3.5	61.4
	Student	22	38.6	38.6	100.0
	Total	57	100.0	100.0	

Q15Whatisyourcurrentoccupation



CROSSTABS

```

/TABLES=Q1HowfamiliarareyouwithAol BY Q13Inwhichagegroupdoyoufit
/FORMAT=AVALUE TABLES
/CELLS=COUNT
/COUNT ROUND CELL.

```

## Crosstabs

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q1Howfamiliarareyouwith Aol * Q13Inwhichagegroupdoyoufit	57	100.0%	0	.0%	57	100.0%

**Q1HowfamiliarareyouwithAol \* Q13Inwhichagegroupdoyoufit Crosstabulation**

Count

		Q13Inwhichagegroupdoyoufit				Total
		16-25	26-35	36-50	51-65	
Q1Howfamiliarareyouwith Aol	Not familiar at all	7	6	4	3	20
	Not too familiar	10	4	1	2	17
	Somewhat familiar	2	5	3	6	16
	Very familiar	1	0	1	2	4
Total		20	15	9	13	57

CROSSTABS

```

/TABLES=Q1HowfamiliarareyouwithAol BY Q12Whereareyoufrom
/FORMAT=AVALUE TABLES
/CELLS=COUNT
/COUNT ROUND CELL.

```

## Crosstabs

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav



**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q1Howfamiliarareyouwith Aol * Q12Whereareyoufrom	57	100.0%	0	.0%	57	100.0%

**Q1HowfamiliarareyouwithAol \* Q12Whereareyoufrom Crosstabulation**

Count

		Q12Whereareyoufrom			
		Argentina	Canada	Denmark	Germany
Q1Howfamiliarareyouwith Aol	Not familiar at all	0	4	13	0
	Not too familiar	1	8	5	1
	Somewhat familiar	0	11	1	0
	Very familiar	0	1	0	0
Total		1	24	19	1

**Q1HowfamiliarareyouwithAol \* Q12Whereareyoufrom Crosstabulation**

Count

		Q12Whereareyoufrom			
		Italy	Mexico	Slovakia	Sweden
Q1Howfamiliarareyouwith Aol	Not familiar at all	1	1	1	0
	Not too familiar	0	0	0	0
	Somewhat familiar	0	0	0	1
	Very familiar	0	0	0	0
Total		1	1	1	1

**Q1HowfamiliarareyouwithAol \* Q12Whereareyoufrom Crosstabulation**

Count

		Q12Whereareyoufrom		Total
		United Kingdom	USA	
Q1Howfamiliarareyouwith Aol	Not familiar at all	0	0	20
	Not too familiar	1	1	17
	Somewhat familiar	0	3	16
	Very familiar	1	2	4
Total		2	6	57

```

FREQUENCIES VARIABLES=Q1HowfamiliarareyouwithAol
/STATISTICS=STDDEV MEAN MODE
/BARCHART FREQ

```

```
/ORDER=ANALYSIS.
```

## Frequencies

```
[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav
```

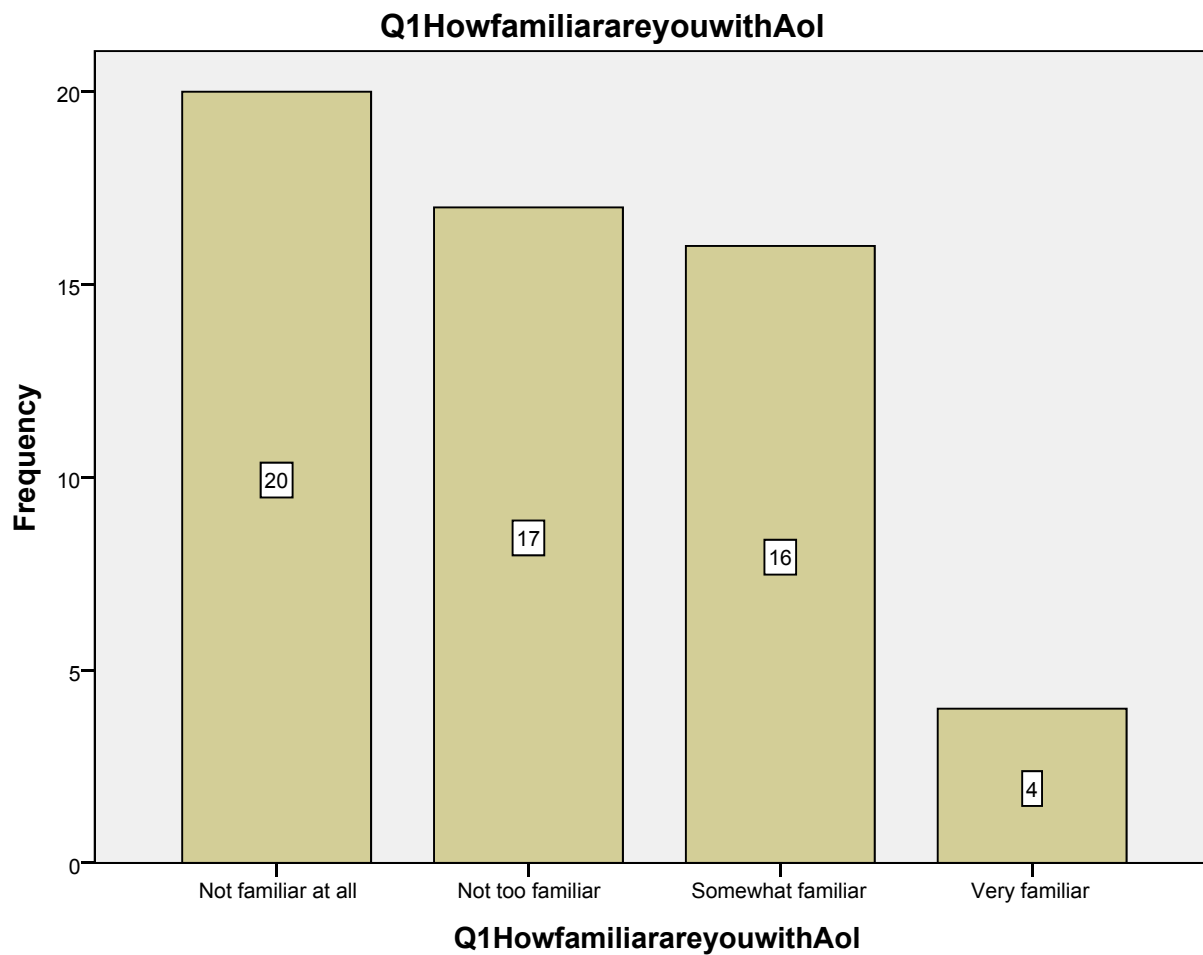
### Statistics

Q1HowfamiliarareyouwithAol

N	Valid	57
	Missing	0
Mean		2.07
Mode		1
Std. Deviation		.961

### Q1HowfamiliarareyouwithAol

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not familiar at all	20	35.1	35.1	35.1
	Not too familiar	17	29.8	29.8	64.9
	Somewhat familiar	16	28.1	28.1	93.0
	Very familiar	4	7.0	7.0	100.0
	Total	57	100.0	100.0	



CROSSTABS

/TABLES=Q1HowfamiliarareyouwithAol BY Q4HowdoyoufeelaboutAolsnewlook

/FORMAT=AVALUE TABLES

/CELLS=COUNT

/COUNT ROUND CELL.

## Crosstabs

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

**Q1HowfamiliarareyouwithAol \* Q4HowdoyoufeelaboutAolsnewlook Crosstabulation**

Count

		Q4HowdoyoufeelaboutAolsnewlook		
		Strongly like	Like	Dislike
Q1Howfamiliarareyouwith Aol	Not familiar at all	0	12	3
	Not too familiar	1	10	6
	Somewhat familiar	1	6	8
	Very familiar	1	2	1
Total		3	30	18

**Q1HowfamiliarareyouwithAol \* Q4HowdoyoufeelaboutAolsnewlook Crosstabulation**

Count

		Q4Howdoyouf eelabout Aolsnewlook	Total
		Strongly dislike	
Q1Howfamiliarareyouwith Aol	Not familiar at all	5	20
	Not too familiar	0	17
	Somewhat familiar	1	16
	Very familiar	0	4
Total		6	57

FREQUENCIES VARIABLES=Q4HowdoyoufeelaboutAolsnewlook Q5HowdoyoufeelaboutAolsnewlookcomparedtopreviousA

/STATISTICS=STDDEV MEAN MODE

/BARCHART FREQ

/ORDER=ANALYSIS.

**Frequencies**

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

**Statistics**

		Q4Howdoyouf eelabout Aolsnewlook	Q5Howdoyouf eelabout Aolsnewlookc omparedtopre viousA
N	Valid	57	57
	Missing	0	0
Mean		2.47	1.28
Mode		2	0
Std. Deviation		.758	1.206

## Frequency Table

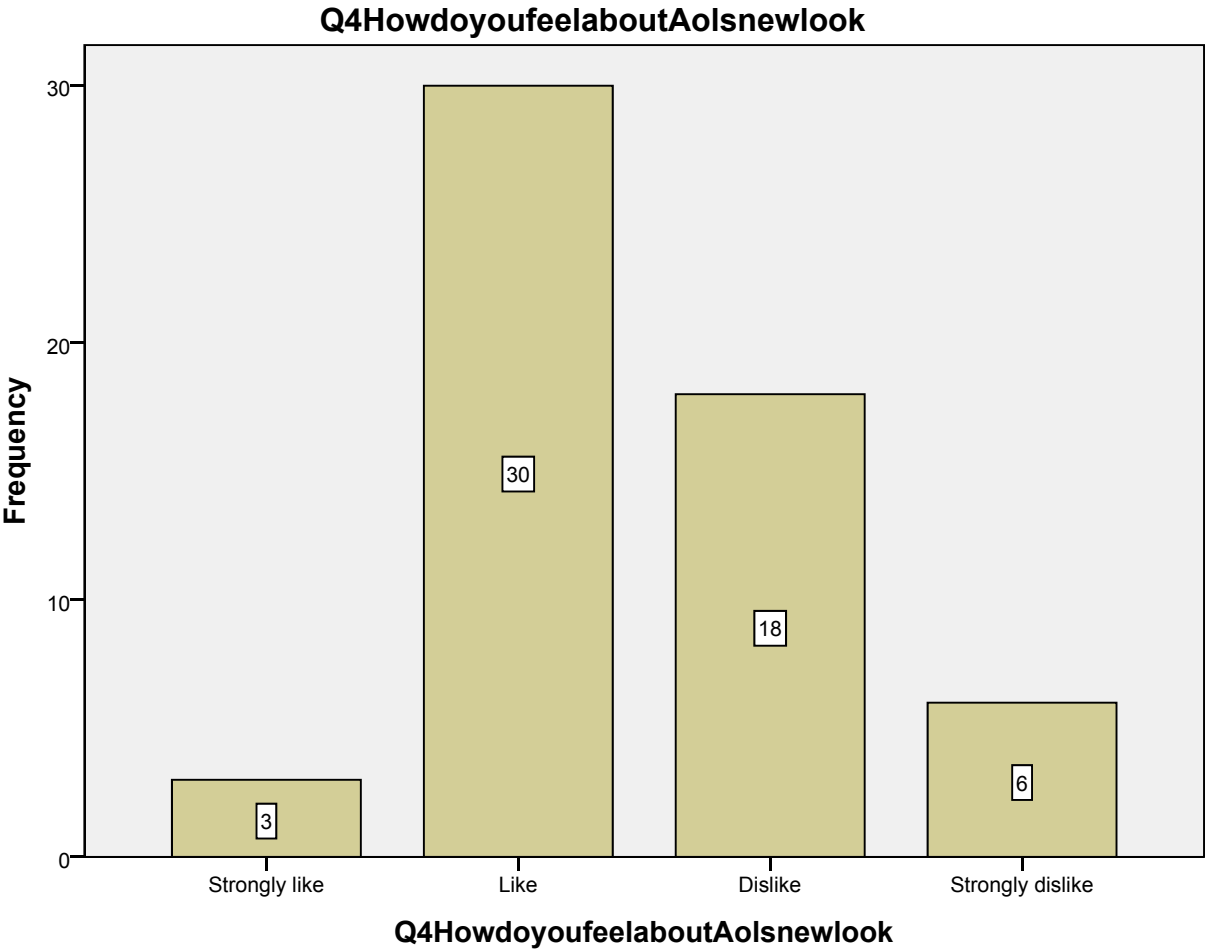
**Q4HowdoyoufeelaboutAolsnewlook**

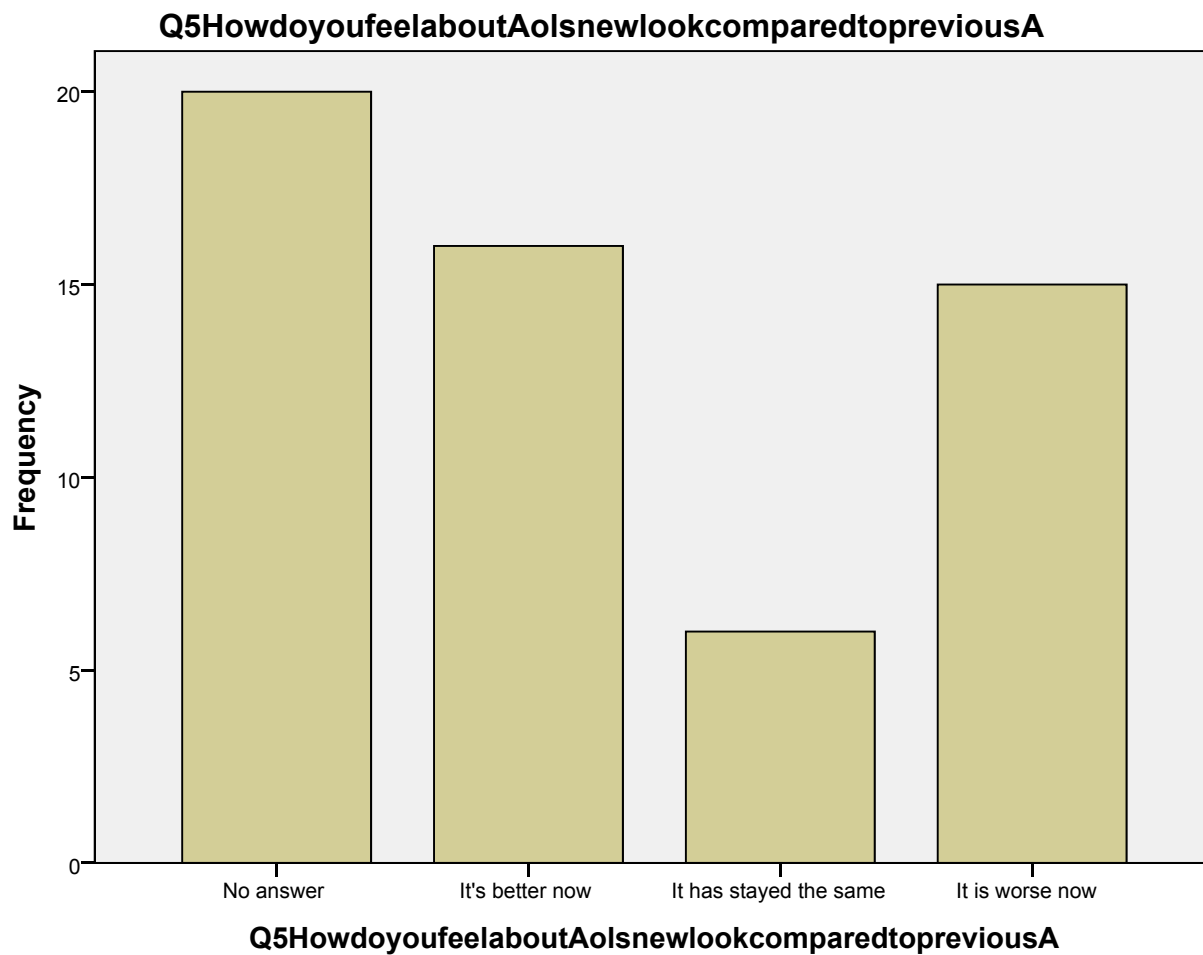
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly like	3	5.3	5.3	5.3
Like	30	52.6	52.6	57.9
Dislike	18	31.6	31.6	89.5
Strongly dislike	6	10.5	10.5	100.0
Total	57	100.0	100.0	

**Q5HowdoyoufeelaboutAolsnewlookcomparedtopreviousA**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No answer	20	35.1	35.1	35.1
It's better now	16	28.1	28.1	63.2
It has stayed the same	6	10.5	10.5	73.7
It is worse now	15	26.3	26.3	100.0
Total	57	100.0	100.0	

## Bar Chart





CROSSTABS

```

  /TABLES=Q1HowfamiliarareyouwithAol BY Q3AreyouawareofAolsnewlookvisualidenti
ty
  /FORMAT=AVALUE TABLES
  /CELLS=COUNT
  /COUNT ROUND CELL.

```

## Crosstabs

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q1Howfamiliarareyouwith Aol * Q3Areyouawareof Aolsnewlookvisualidentity	57	100.0%	0	.0%	57	100.0%

**Q1HowfamiliarareyouwithAol \* Q3AreyouawareofAolsnewlookvisualidentity Crosstabulation**

Count

		Q3AreyouawareofAolsnewlookvisualidentity			Total
		No answer	Yes	No	
Q1Howfamiliarareyouwith Aol	Not familiar at all	20	0	0	20
	Not too familiar	0	2	15	17
	Somewhat familiar	0	3	13	16
	Very familiar	0	2	2	4
Total		20	7	30	57

CROSSTABS

```

/TABLES=Q3AreyouawareofAolsnewlookvisualidentity BY Q4HowdoyoufeelaboutAolsn
ewlook

```

```

/FORMAT=AVALUE TABLES

```

```

/CELLS=COUNT

```

```

/COUNT ROUND CELL.

```

**Crosstabs**

```

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

```

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q3Areyouawareof Aolsnewlookvisualidentity * Q4Howdoyoufeelabout Aolsnewlook	57	100.0%	0	.0%	57	100.0%



**Q3AreyouawareofAolsnewlookvisualidentity \* Q4HowdoyoufeelaboutAolsnewlook Crosstabulation**

Count

		Q4HowdoyoufeelaboutAolsnewlook				Total
		Strongly like	Like	Dislike	Strongly dislike	
Q3Areyouawareof Aolsnewlookvisualidentity	No answer	0	12	3	5	20
	Yes	2	1	4	0	7
	No	1	17	11	1	30
Total		3	30	18	6	57

CROSSTABS

```

/TABLES=Q4HowdoyoufeelaboutAolsnewlook BY Q5HowdoyoufeelaboutAolsnewlookcomp
aredtopreviousA

```

```

/FORMAT=AVALUE TABLES

```

```

/CELLS=COUNT

```

```

/COUNT ROUND CELL.

```

**Crosstabs**

```

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

```

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Q4Howdoyoufeelabout Aolsnewlook * Q5Howdoyoufeelabout Aolsnewlookcomparedtopr eviousA	57	100.0%	0	.0%	57	100.0%

**Q4HowdoyoufeelaboutAolsnewlook \* Q5HowdoyoufeelaboutAolsnewlookcomparedtopreviousA Crosstabulation**

Count

		Q5Howdoyoufeelabout AolsnewlookcomparedtopreviousA		
		No answer	It's better now	It has stayed the same
Q4Howdoyoufeelabout Aolsnewlook	Strongly like	0	3	0
	Like	12	12	2
	Dislike	3	1	4
	Strongly dislike	5	0	0
Total		20	16	6

**Q4HowdoyoufeelaboutAolsnewlook \* Q5HowdoyoufeelaboutAolsnewlookcomparedtopreviousA**  
**Crosstabulation**

Count

		Q5Howdoyoufeelabout AolsnewlookcomparedtopreviousA	
		It is worse now	Total
Q4Howdoyoufeelabout Aolsnewlook	Strongly like	0	3
	Like	4	30
	Dislike	10	18
	Strongly dislike	1	6
Total		15	57

Q1 - How familiar are you with AOL?	
Somewhat familiar	positive negative descriptive
Somewhat familiar	music quality exclusive
Not familiar at all	cheap American Internet provider
Not too familiar	
Somewhat familiar	Free CDs with their ISP software on it eye Time Warner
Very familiar	AIM CD-Roms in the mail and CNN
Somewhat familiar	early trendsetter adaptable fighting to stay alive
Very familiar	IM chatting the olden days
Somewhat familiar	Outdated. Slow. For those not savvy in using the internet.
Not too familiar	i dont
Not familiar at all	
Somewhat familiar	
Not too familiar	Free cds for free internet access Blue American
Not too familiar	Internet Telephone (?) A commercial in Germany
Not familiar at all	
Not too familiar	American big phones.
Not too familiar	Computers Internet provider Email
Not familiar at all	
Not too familiar	Internet technology USA
Not too familiar	messaging America blue
Somewhat familiar	american crappy vaguely known
Not familiar at all	
Somewhat familiar	Big. IT bubble. Failure.
Not too familiar	Nothing i m blank
Very familiar	Bad customer service (Been with them >12 years) Do not value their customers Tech support knows less than I do rarley fixes anything - wish I had left ages ago
Not too familiar	Not working hassle Big coporation
Not too familiar	Merger with Time Warner IOM messenger Inferior products
Somewhat familiar	Google competitor Search engine Solid Company
Not too familiar	american big generic
Not too familiar	internet searching web browser
Not too familiar	isp chat dial-up
Not familiar at all	
Not too familiar	email
Not familiar at all	
Somewhat familiar	they mailed out all those signup cd s 10 years ago. that s about it
Somewhat familiar	Older age users. Difficult to use their email. Beginners.
Not too familiar	popular internet on line
Somewhat familiar	email address that is all I know
Somewhat familiar	American was owned by Time Warner one of the originals
Somewhat familiar	Mostly used by those in the US
Not familiar at all	
Not familiar at all	
Not familiar at all	
Not too familiar	
Not familiar at all	
Not familiar at all	
Not familiar at all	
Not familiar at all	
Not familiar at all	
Somewhat familiar	Middle American values Mainstream Pioneers of the internet
Very familiar	email IM secure account
Somewhat familiar	1. Mailed out too many CD s. 2. Have been surpassed by Google & Bing. 3. No longer relevant.
Not familiar at all	
Not familiar at all	
Not familiar at all	
Not familiar at all	
Not familiar at all	

Q12 - Where are you from?
Denmark
Canada
Denmark
USA
USA
USA
USA
Canada
Canada
Canada
Canada
Germany
Denmark
Italy
United Kingdom
Canada
Denmark
Argentina
Denmark
Sweden
Mexico
Canada
Denmark
United Kingdom
Denmark
Canada
Canada
Canada
Canada
Canada
Denmark
Canada
Canada
Canada
USA
Canada
Canada
Canada
Canada
Denmark
Denmark
Denmark
Denmark
Denmark
Denmark
Denmark
Canada
Canada
Canada
USA
Canada
Denmark
Denmark
Slovakia
Denmark
Denmark

```

FREQUENCIES VARIABLES=Q6Aolcanbeeasilyidentifiedbythenewvisualidentity Q6Thenewvisu
alidentityprovidesagoodimageforAol
  /BARCHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

**Statistics**

		Q6Aolcanbeeasilyidentifiedbythenewvisualidentity	Q6ThenewvisualidentityprovidesagoodimageforAol
N	Valid	37	37
	Missing	20	20

## Frequency Table

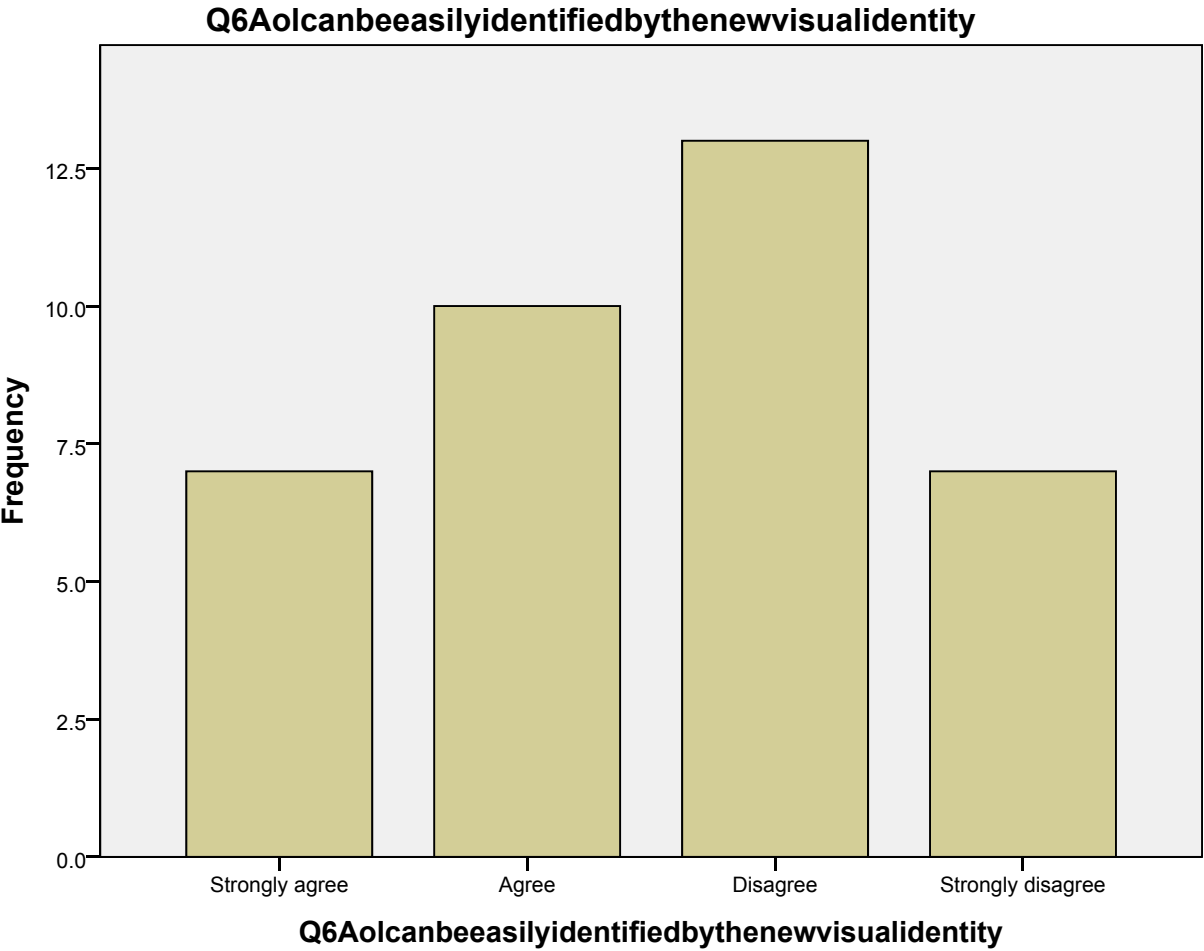
**Q6Aolcanbeeasilyidentifiedbythenewvisualidentity**

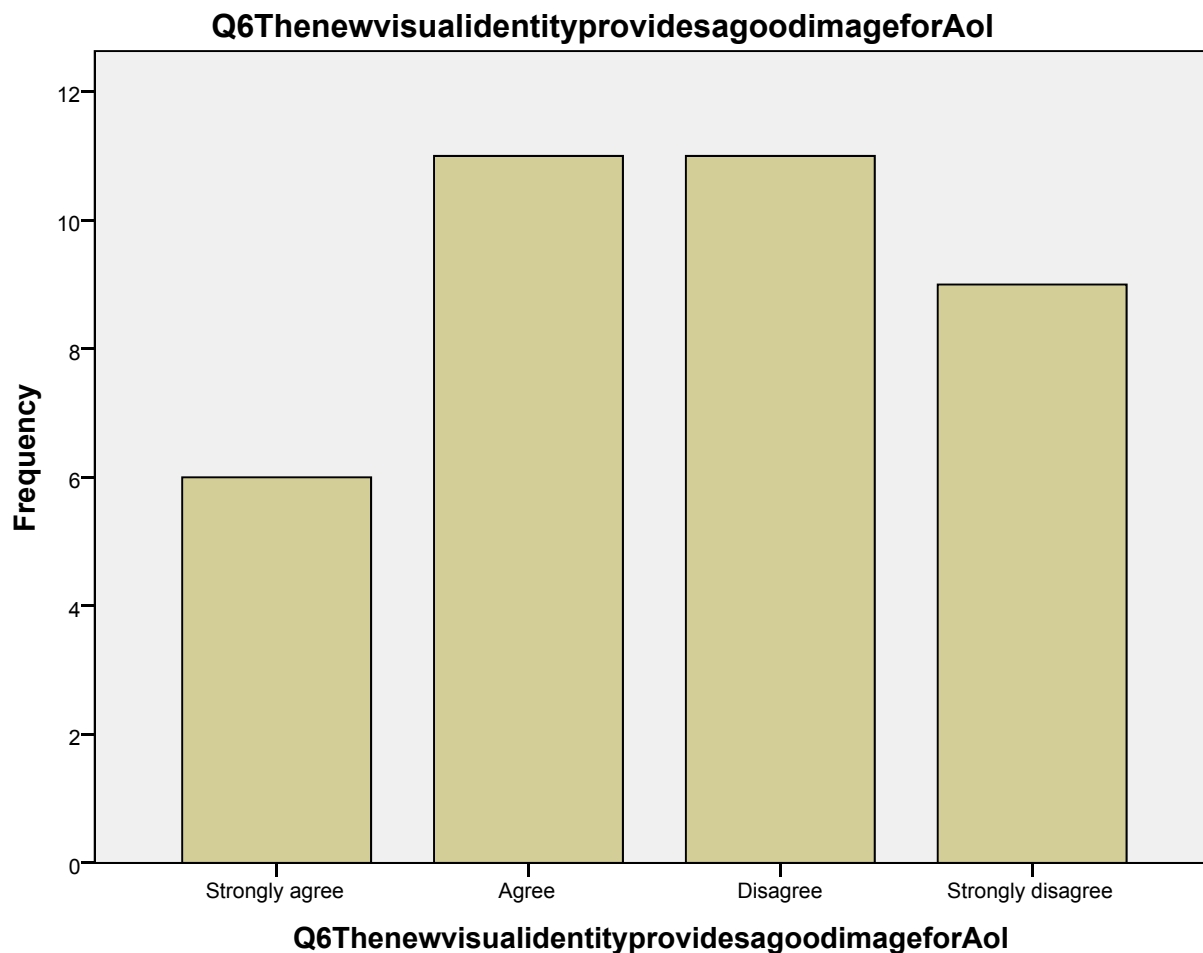
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	7	12.3	18.9	18.9
	Agree	10	17.5	27.0	45.9
	Disagree	13	22.8	35.1	81.1
	Strongly disagree	7	12.3	18.9	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Q6ThenewvisualidentityprovidesagoodimageforAol**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	6	10.5	16.2	16.2
	Agree	11	19.3	29.7	45.9
	Disagree	11	19.3	29.7	75.7
	Strongly disagree	9	15.8	24.3	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

## Bar Chart





```

FREQUENCIES VARIABLES=Q6Aolcanbeeasilyidentifiedbythenewvisualidentity Q6The new
visual identity fits Aol
  /BARCHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

## Frequency Table

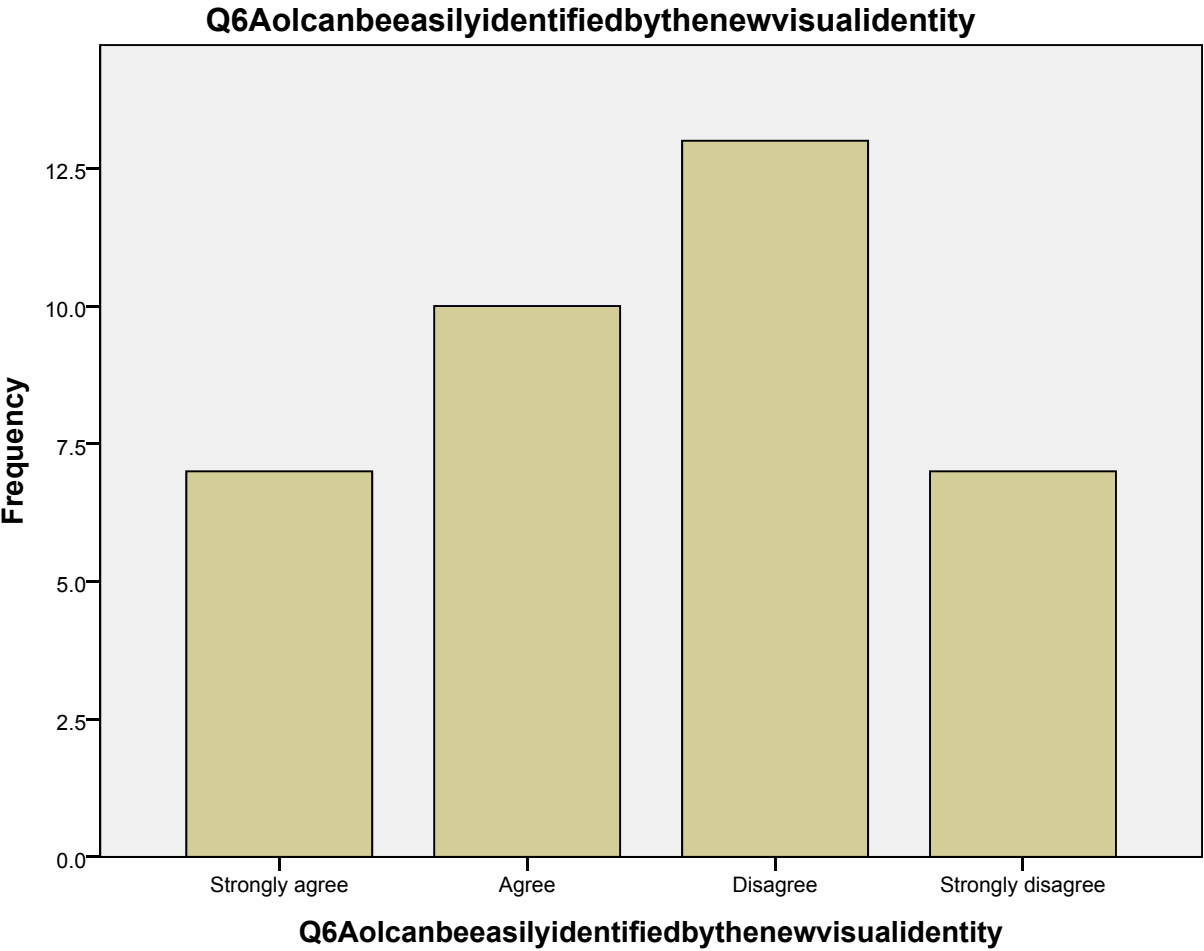
**Q6Aolcanbeeasilyidentifiedbythenewvisualidentity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	7	12.3	18.9	18.9
	Agree	10	17.5	27.0	45.9
	Disagree	13	22.8	35.1	81.1
	Strongly disagree	7	12.3	18.9	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

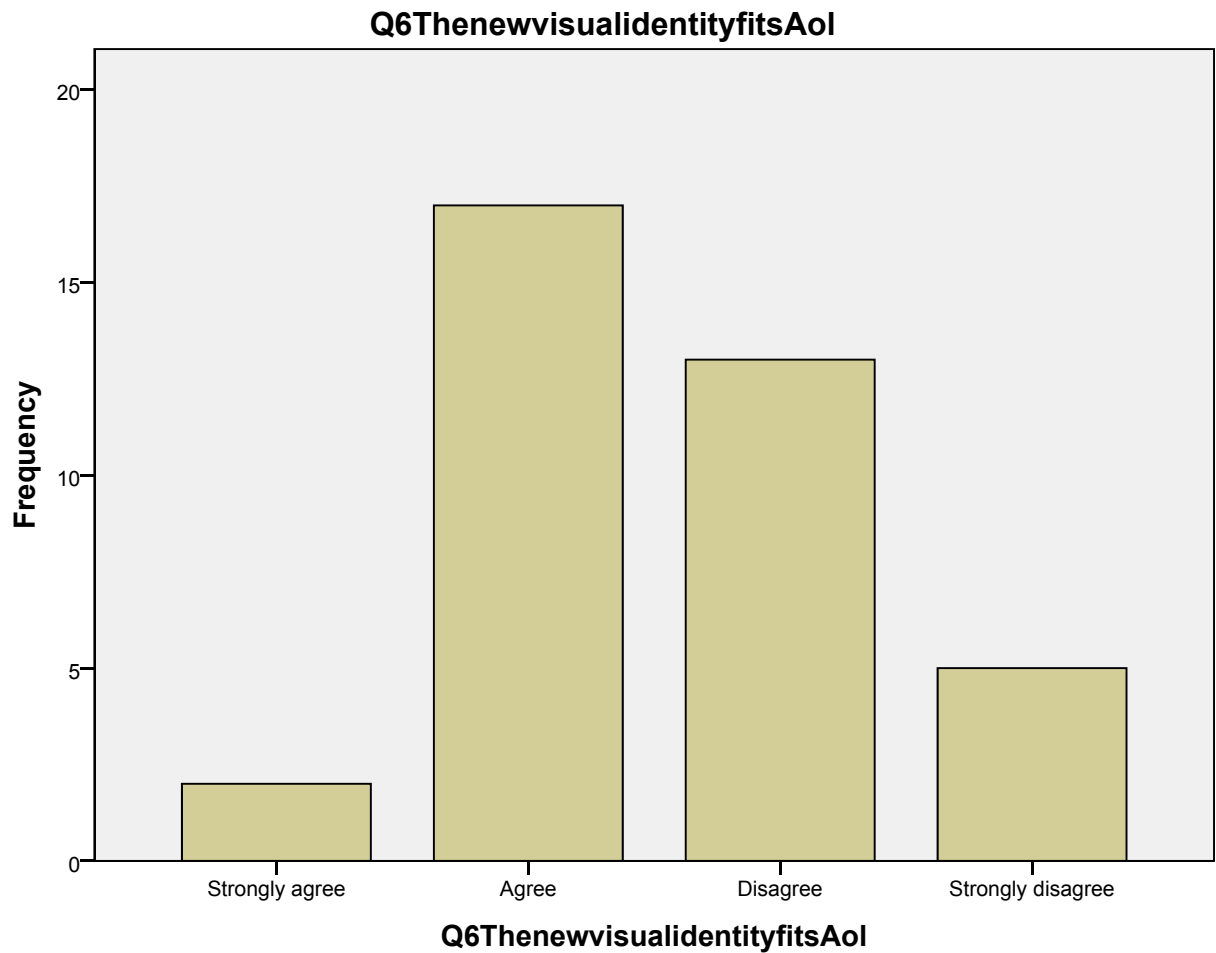
**Q6ThenewvisualidentityfitsAol**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	17	29.8	45.9	51.4
	Disagree	13	22.8	35.1	86.5
	Strongly disagree	5	8.8	13.5	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Bar Chart**







```

FREQUENCIES VARIABLES=Q6ThenewvisualidentityfitsAol Q6Inmyopinionitisimportant
toapplythenewvisualident
  /BARCHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

## Frequency Table

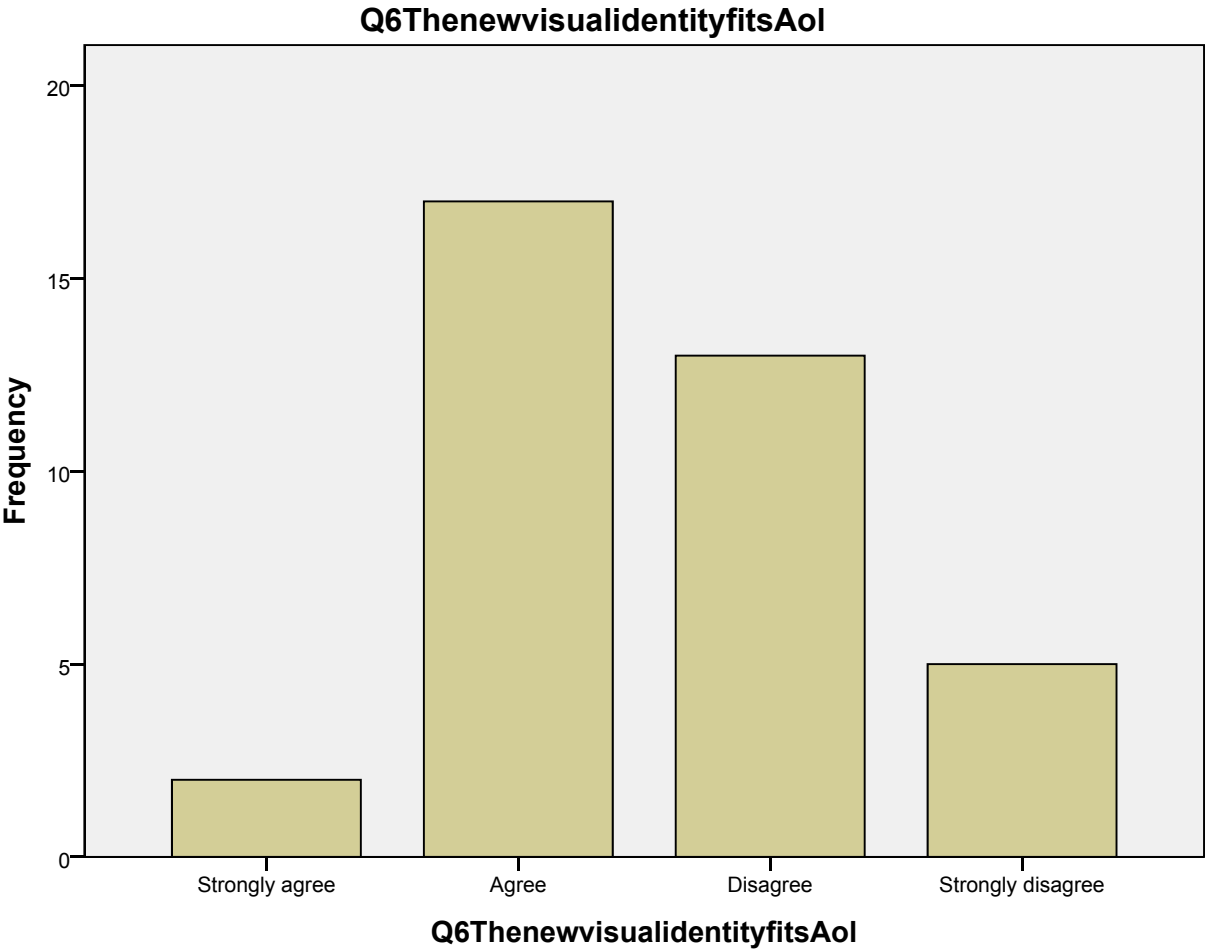
**Q6The new visual identity fits AOL**

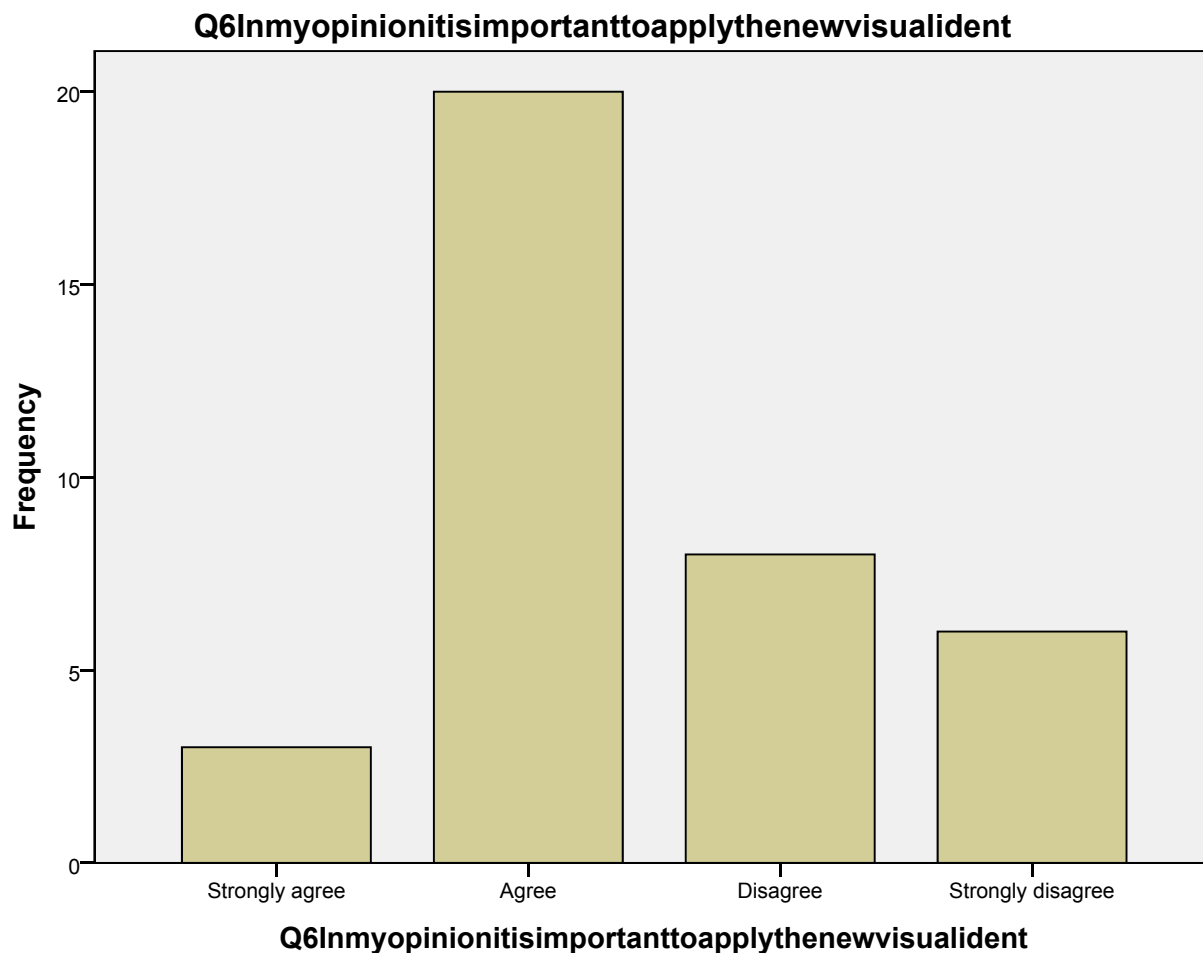
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	17	29.8	45.9	51.4
	Disagree	13	22.8	35.1	86.5
	Strongly disagree	5	8.8	13.5	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Q6In my opinion it is important to apply the new visual identity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	5.3	8.1	8.1
	Agree	20	35.1	54.1	62.2
	Disagree	8	14.0	21.6	83.8
	Strongly disagree	6	10.5	16.2	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Bar Chart**





```

FREQUENCIES VARIABLES=Q6ThenewvisualidentityfitsAol Q6Thenewvisualidentityprov
idesagoodimageforAol
  /BARCHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

## Frequency Table

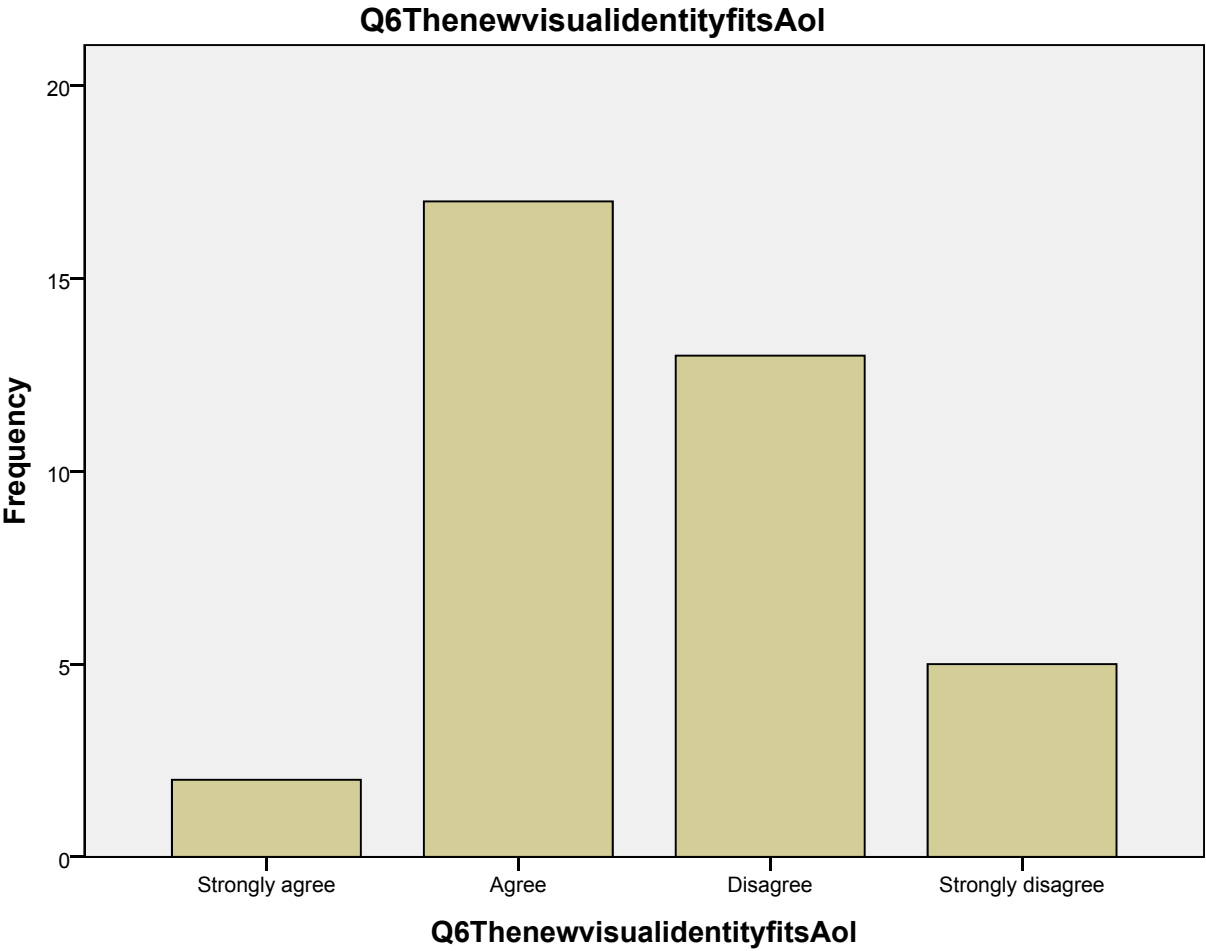
**Q6ThenewvisualidentityfitsAol**

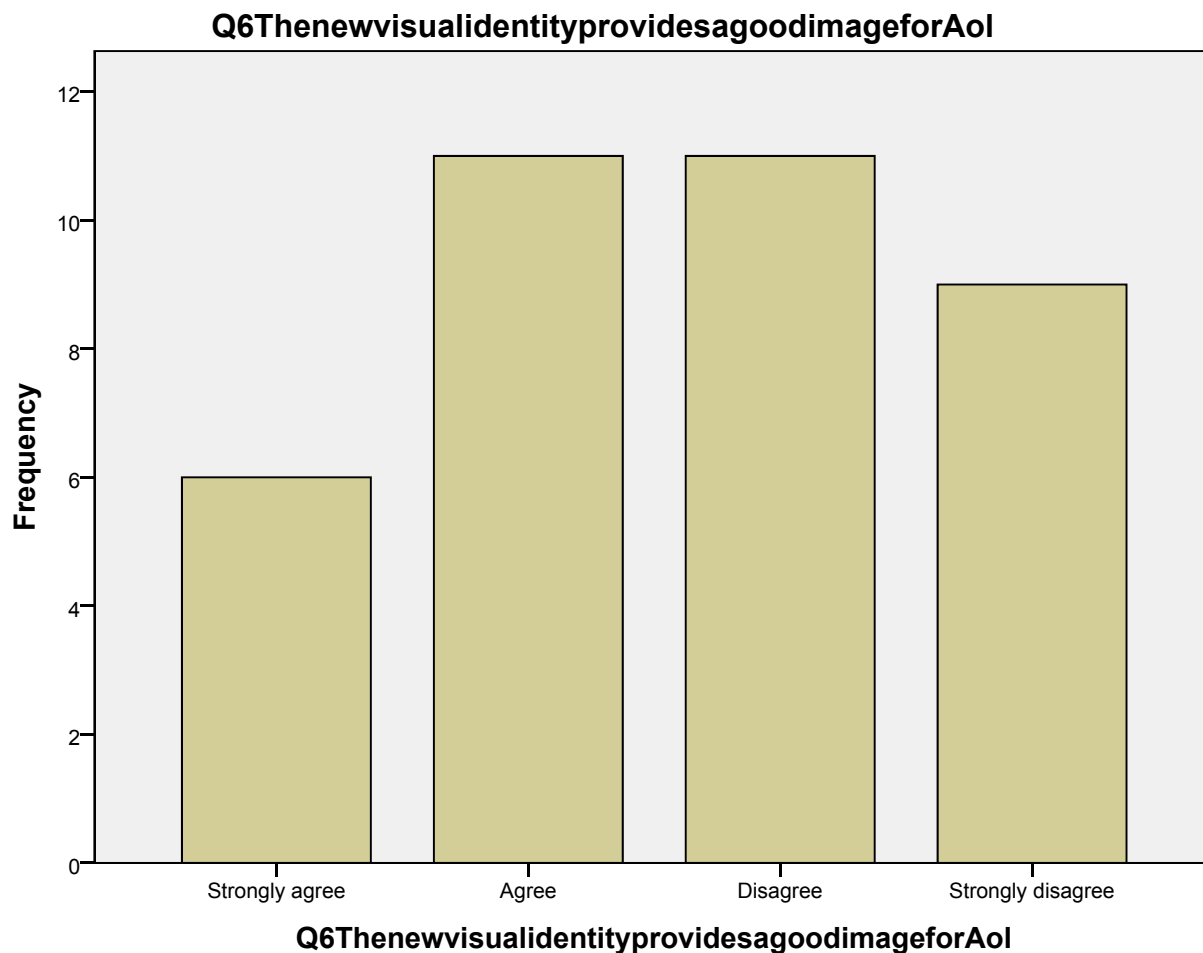
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	17	29.8	45.9	51.4
	Disagree	13	22.8	35.1	86.5
	Strongly disagree	5	8.8	13.5	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Q6ThenewvisualidentityprovidesagoodimageforAol**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	6	10.5	16.2	16.2
	Agree	11	19.3	29.7	45.9
	Disagree	11	19.3	29.7	75.7
	Strongly disagree	9	15.8	24.3	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Bar Chart**





```

FREQUENCIES VARIABLES=Q6ThenewvisualidentityprovidesagoodimageforAol Q6Inmyopi
nionitisimportanttoapplythenewvisualident
  /BARCHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

## Frequency Table

**Q6The new visual identity provides a good image for AOL**

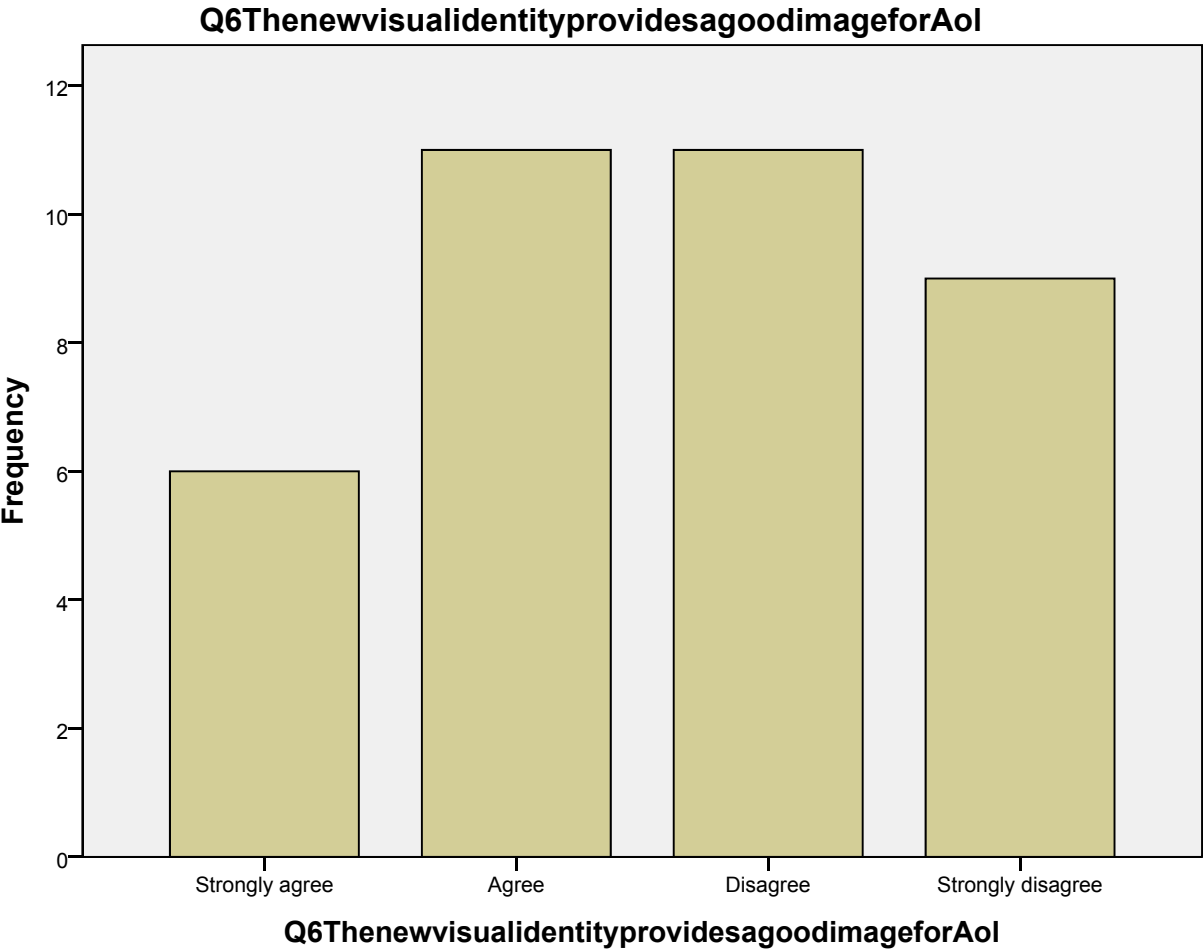
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	6	10.5	16.2	16.2
	Agree	11	19.3	29.7	45.9
	Disagree	11	19.3	29.7	75.7
	Strongly disagree	9	15.8	24.3	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

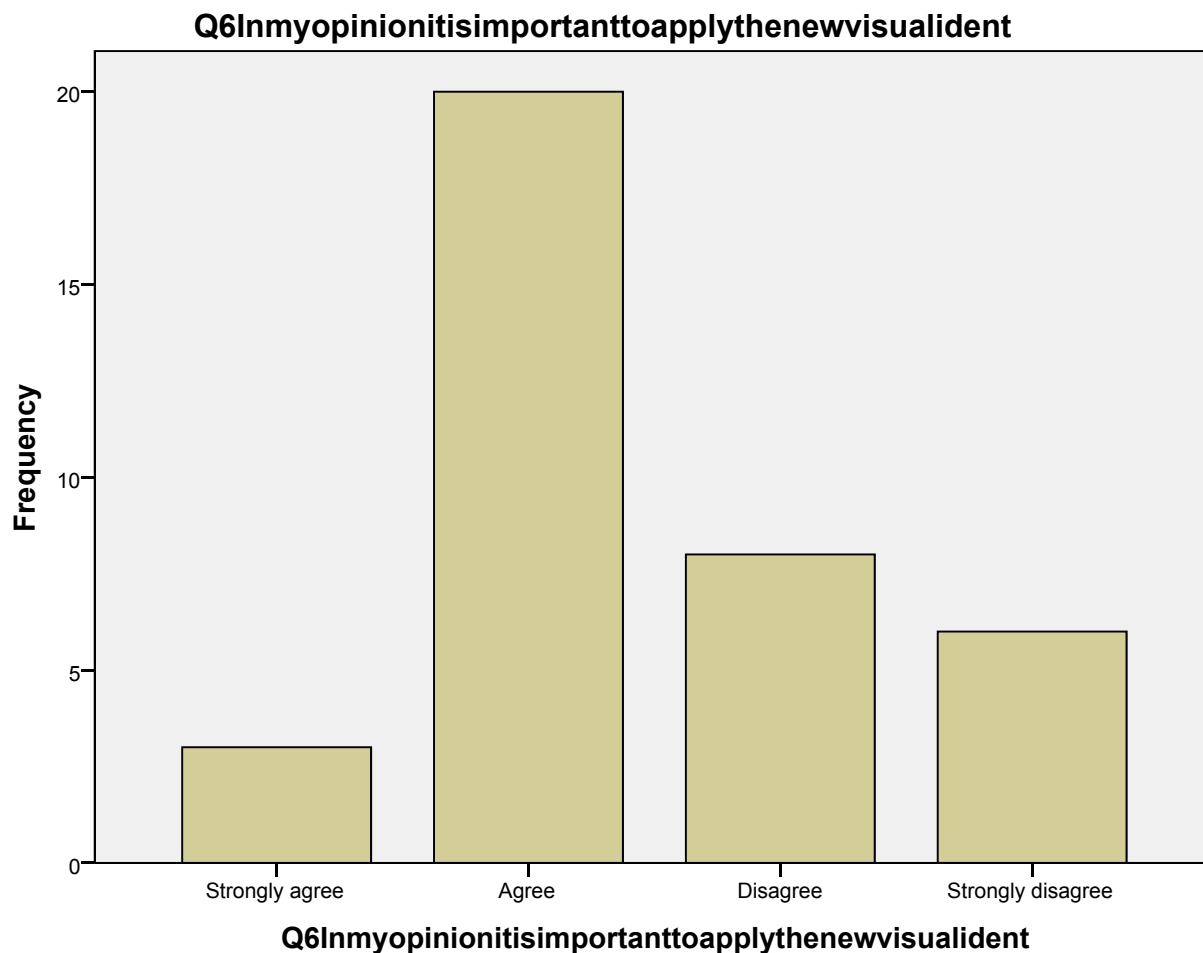
**Q6In my opinion it is important to apply the new visual identity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	5.3	8.1	8.1
	Agree	20	35.1	54.1	62.2
	Disagree	8	14.0	21.6	83.8
	Strongly disagree	6	10.5	16.2	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

## Bar Chart







```

FREQUENCIES VARIABLES=Q6Aoloffershighqualitycontentservices Q6Aoloffersinnovat
ivecontentservices
  /BARChart FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

## Frequency Table

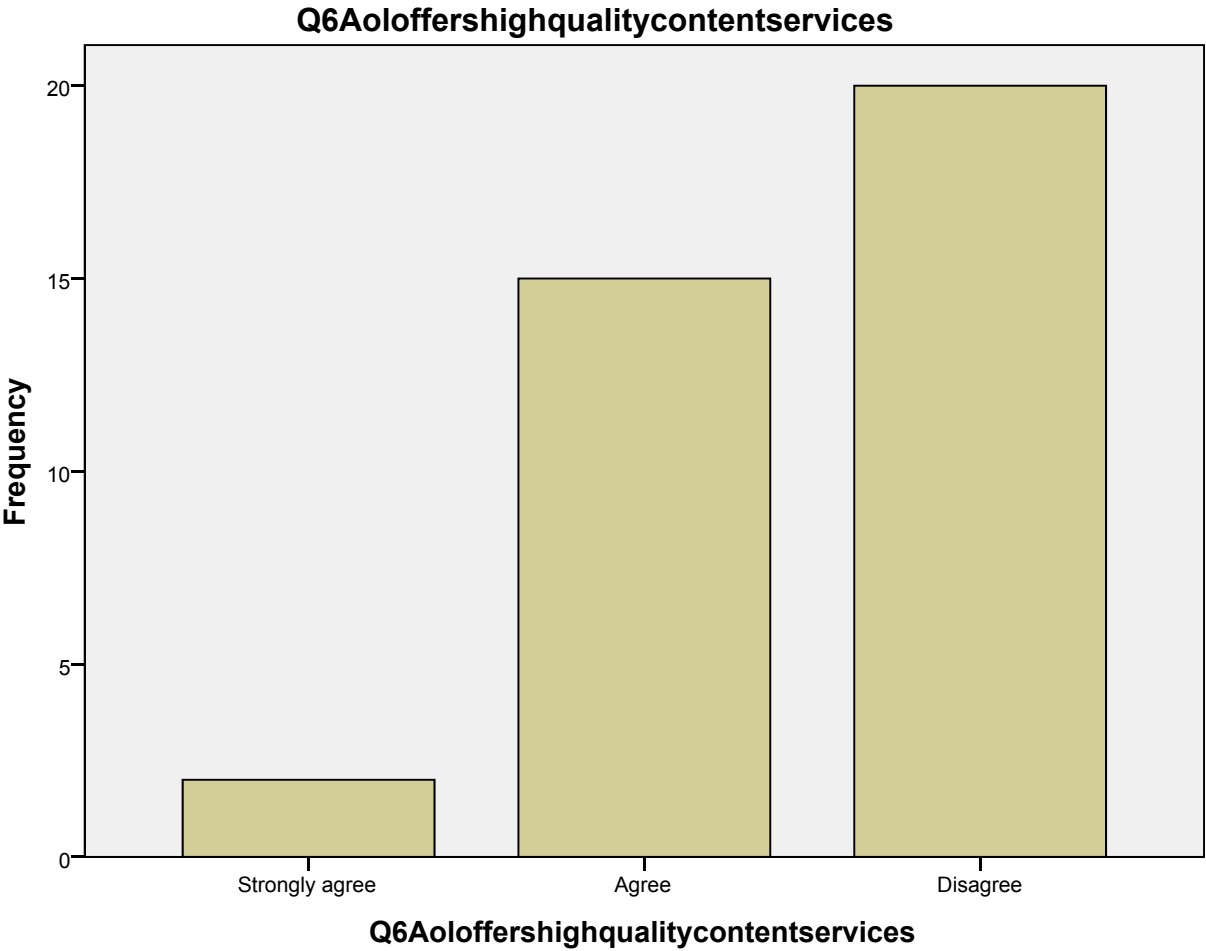
**Q6Aoloffershighqualitycontentservices**

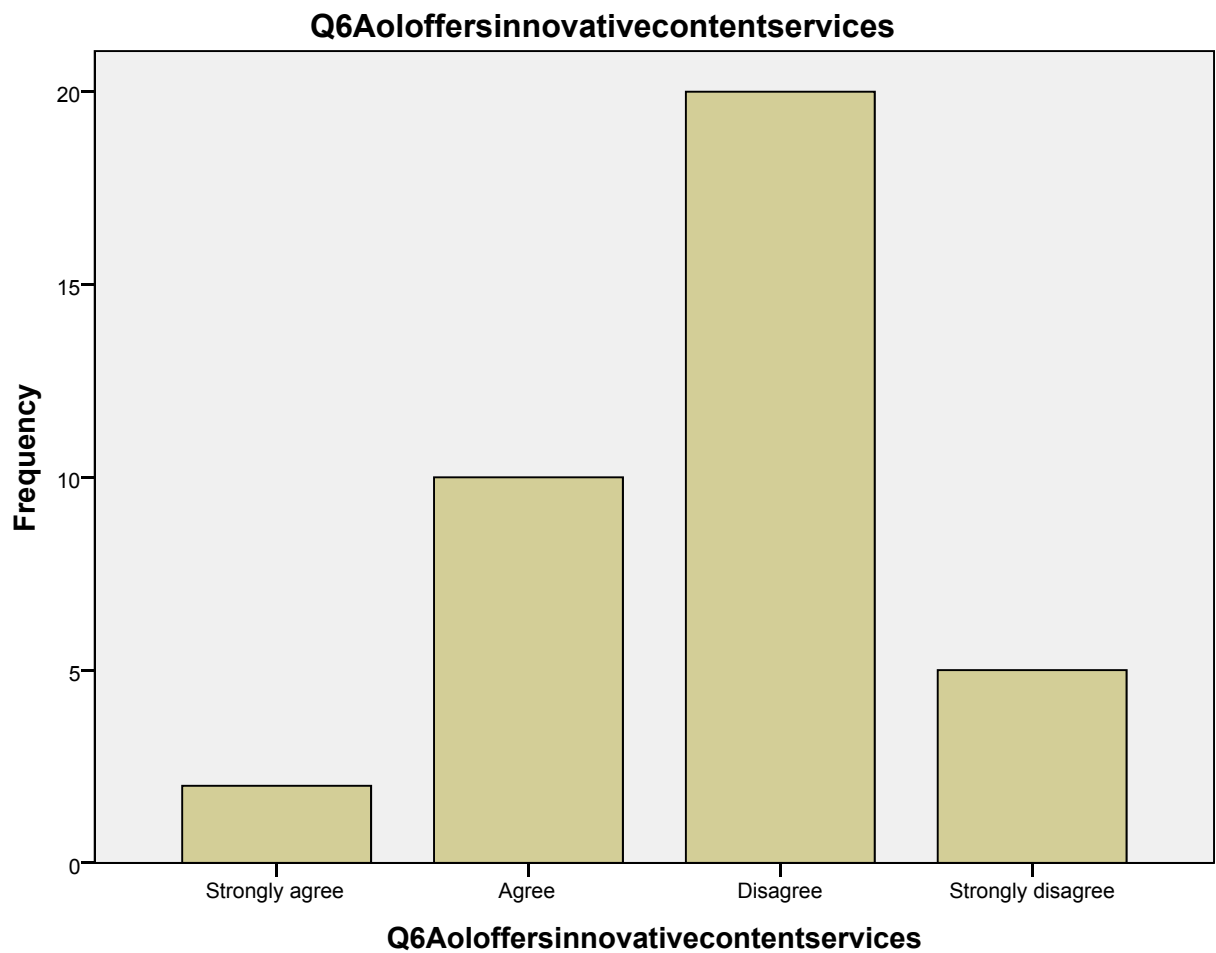
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	15	26.3	40.5	45.9
	Disagree	20	35.1	54.1	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Q6Aoloffersinnovativecontentservices**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	10	17.5	27.0	32.4
	Disagree	20	35.1	54.1	86.5
	Strongly disagree	5	8.8	13.5	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

## Bar Chart





```

FREQUENCIES VARIABLES=Q6Aoloffersinnovativecontentservices Q6Aoloffersoriginal
contentservices
  /BARCHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

## Frequency Table

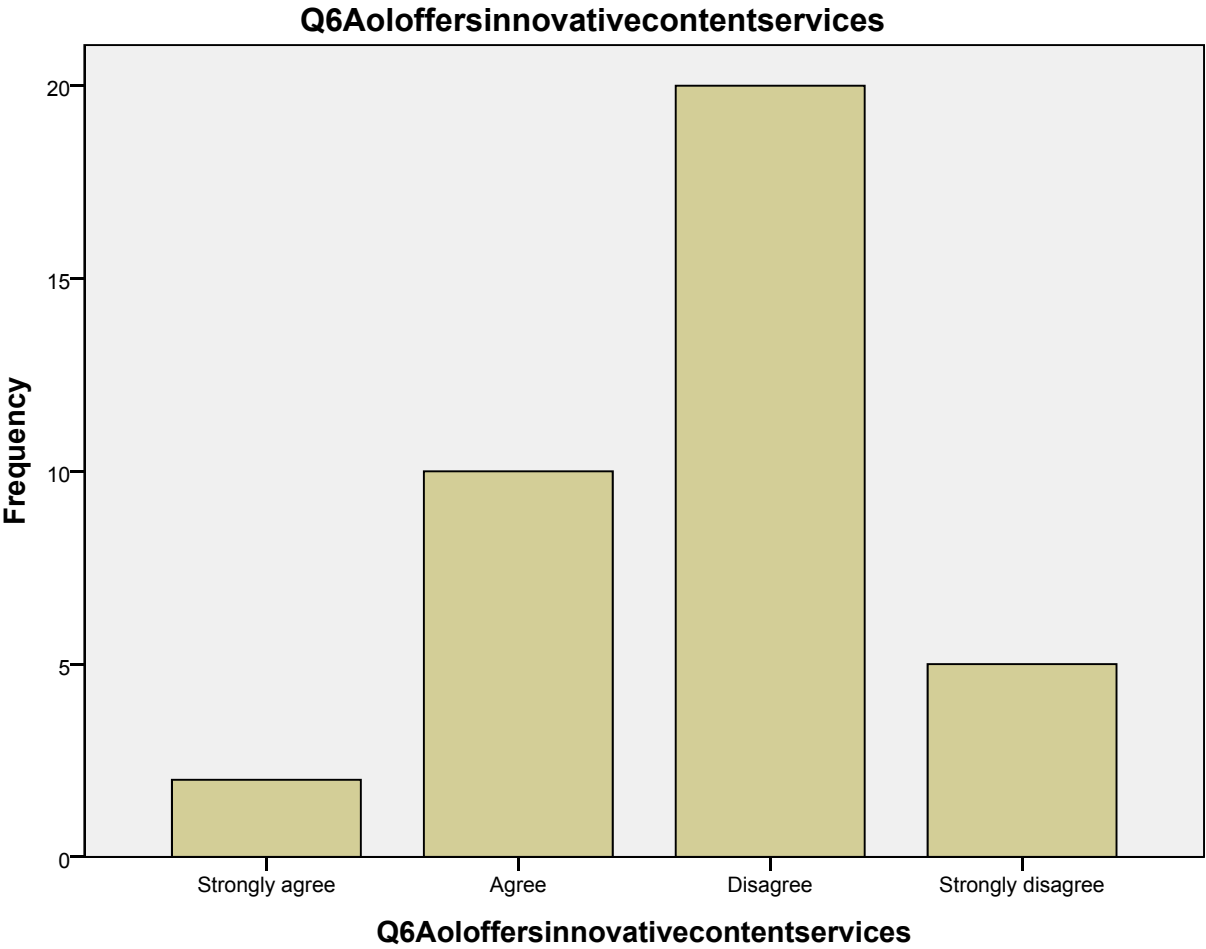
**Q6Aoloffersinnovativecontentservices**

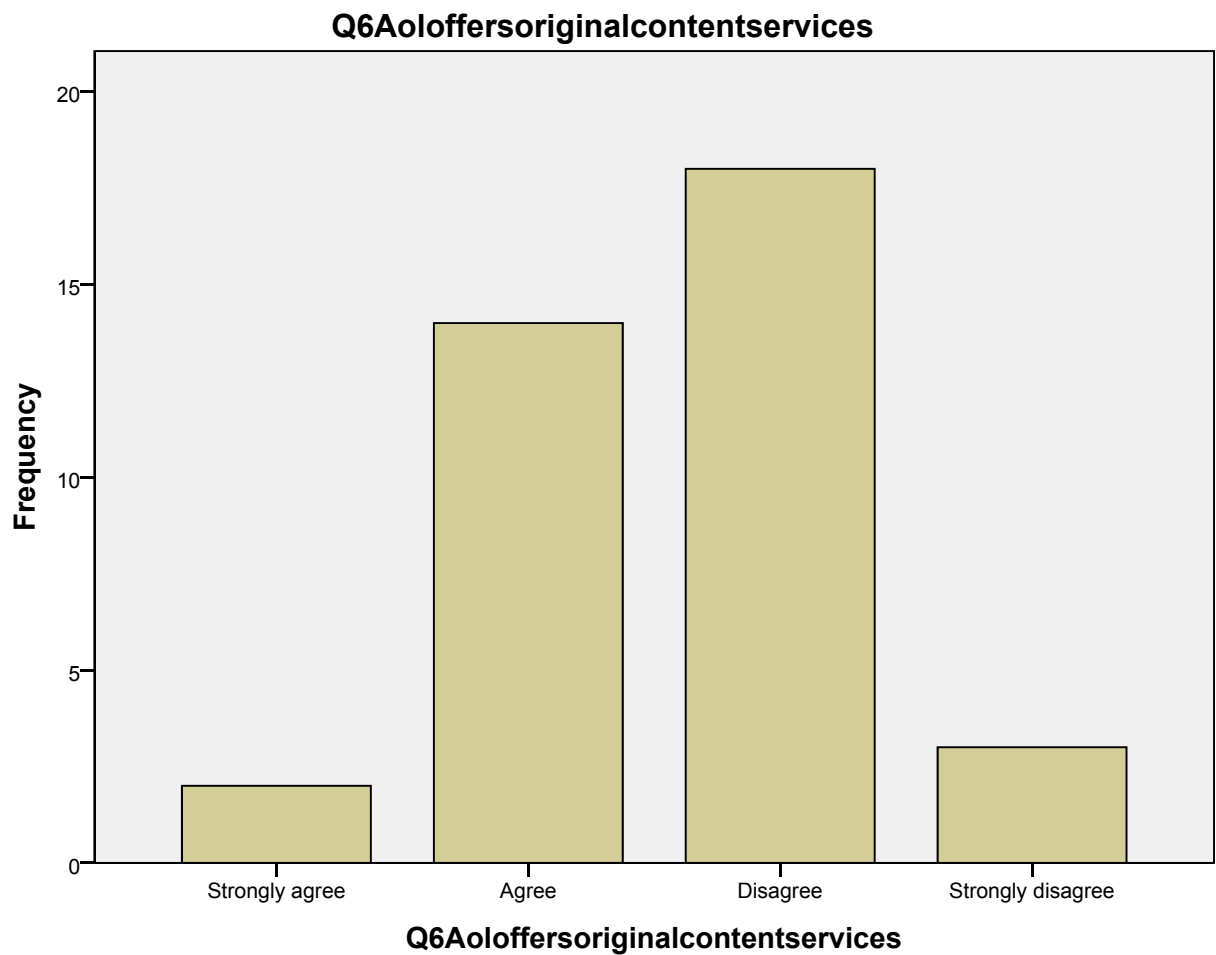
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	10	17.5	27.0	32.4
	Disagree	20	35.1	54.1	86.5
	Strongly disagree	5	8.8	13.5	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Q6Aoloffersoriginalcontentservices**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	14	24.6	37.8	43.2
	Disagree	18	31.6	48.6	91.9
	Strongly disagree	3	5.3	8.1	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Bar Chart**





```

FREQUENCIES VARIABLES=Q6Aoloffershighqualitycontentservices Q6Aoloffersavarietyofwellknowncontentservices
  /BARCHART FREQ
  /ORDER=ANALYSIS.

```

## Frequencies

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

## Frequency Table



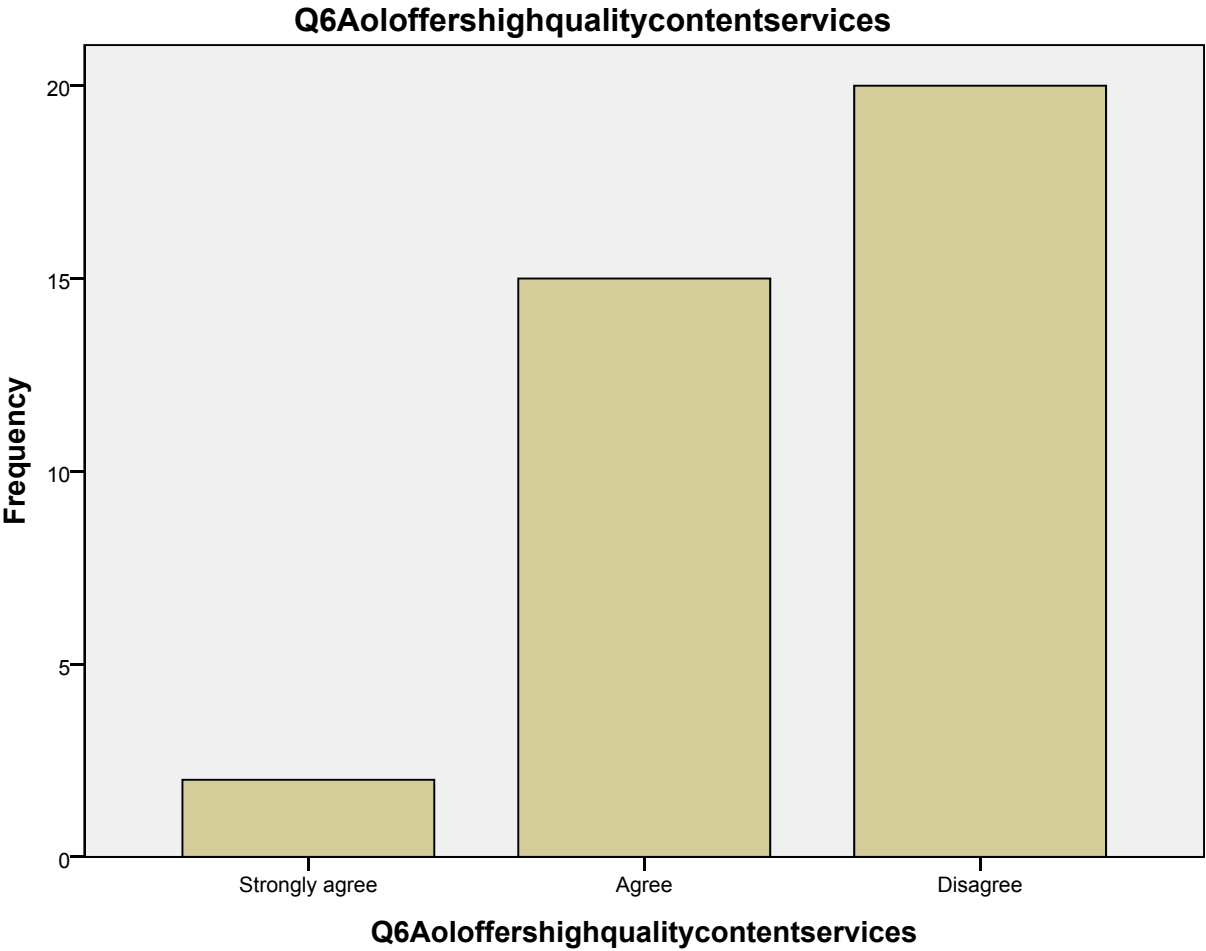
**Q6Aoloffershighqualitycontentservices**

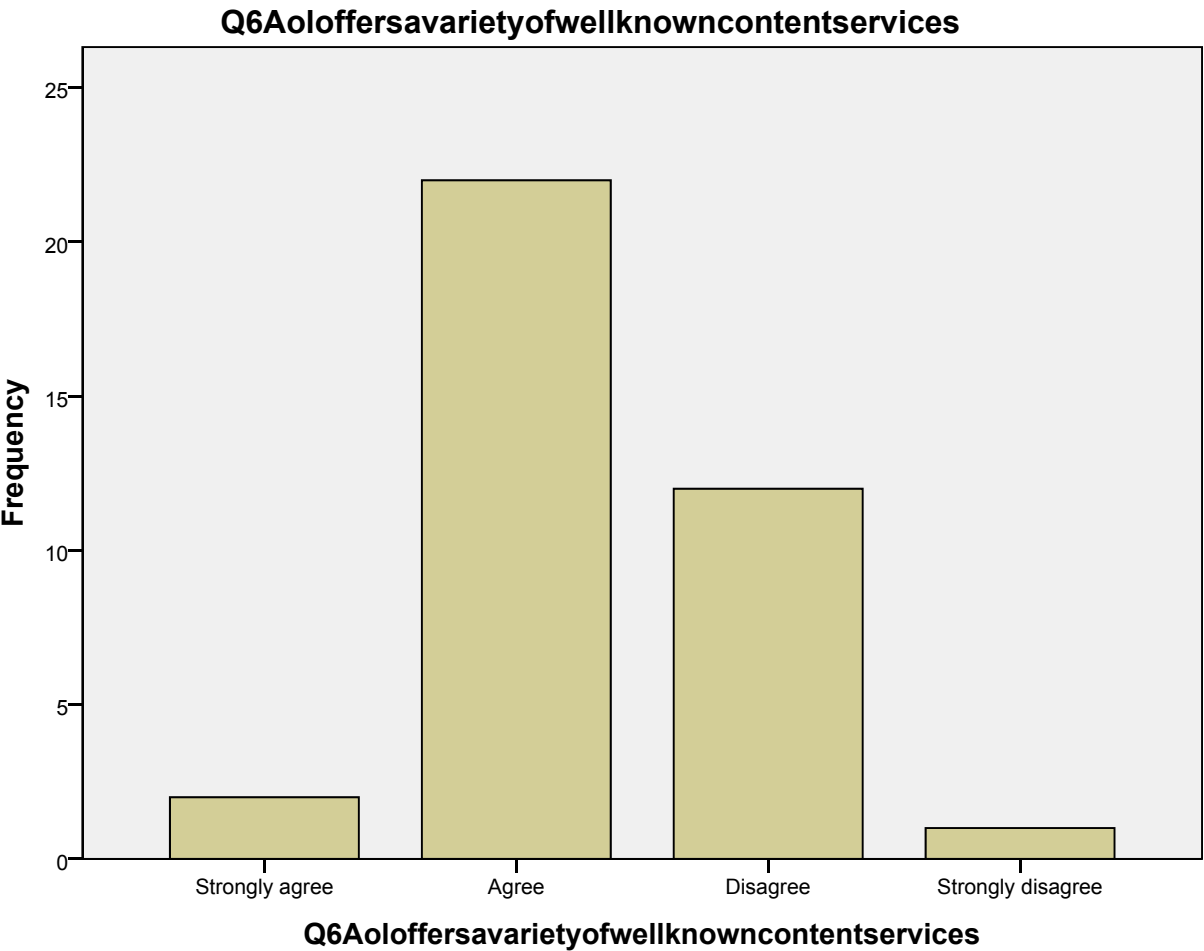
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	15	26.3	40.5	45.9
	Disagree	20	35.1	54.1	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Q6Aoloffersavarietyofwellknowncontentservices**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	22	38.6	59.5	64.9
	Disagree	12	21.1	32.4	97.3
	Strongly disagree	1	1.8	2.7	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Bar Chart**





```
FREQUENCIES VARIABLES=Q6Aoloffershighqualitycontentservices Q6Aoloffersoriginalcontentservices
  /BARCHART FREQ
  /ORDER=ANALYSIS.
```

**Frequencies**

[DataSet1] G:\Documents\ASB\Thesis\Questionnaire\survey-stats.sav

**Frequency Table**

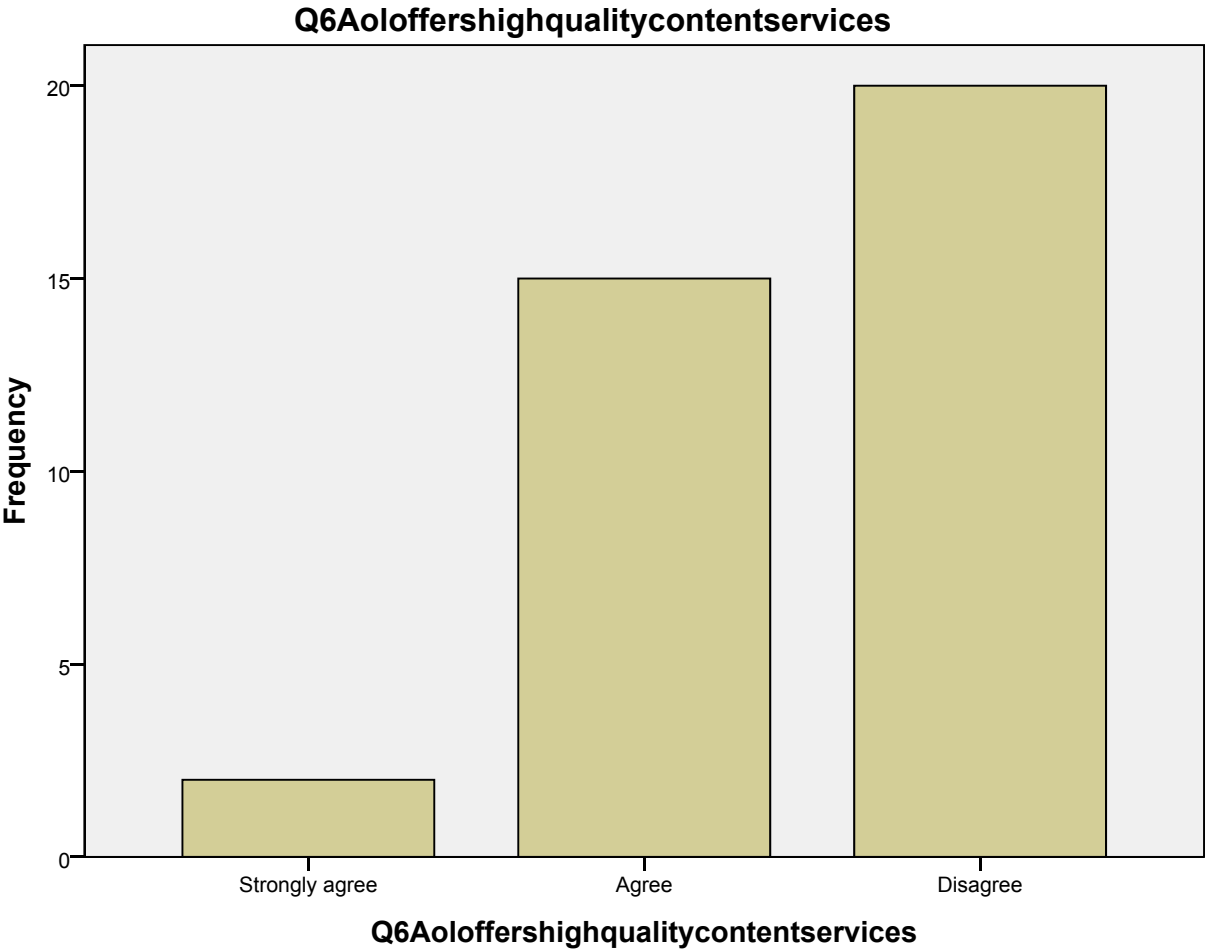
**Q6Aoloffershighqualitycontentservices**

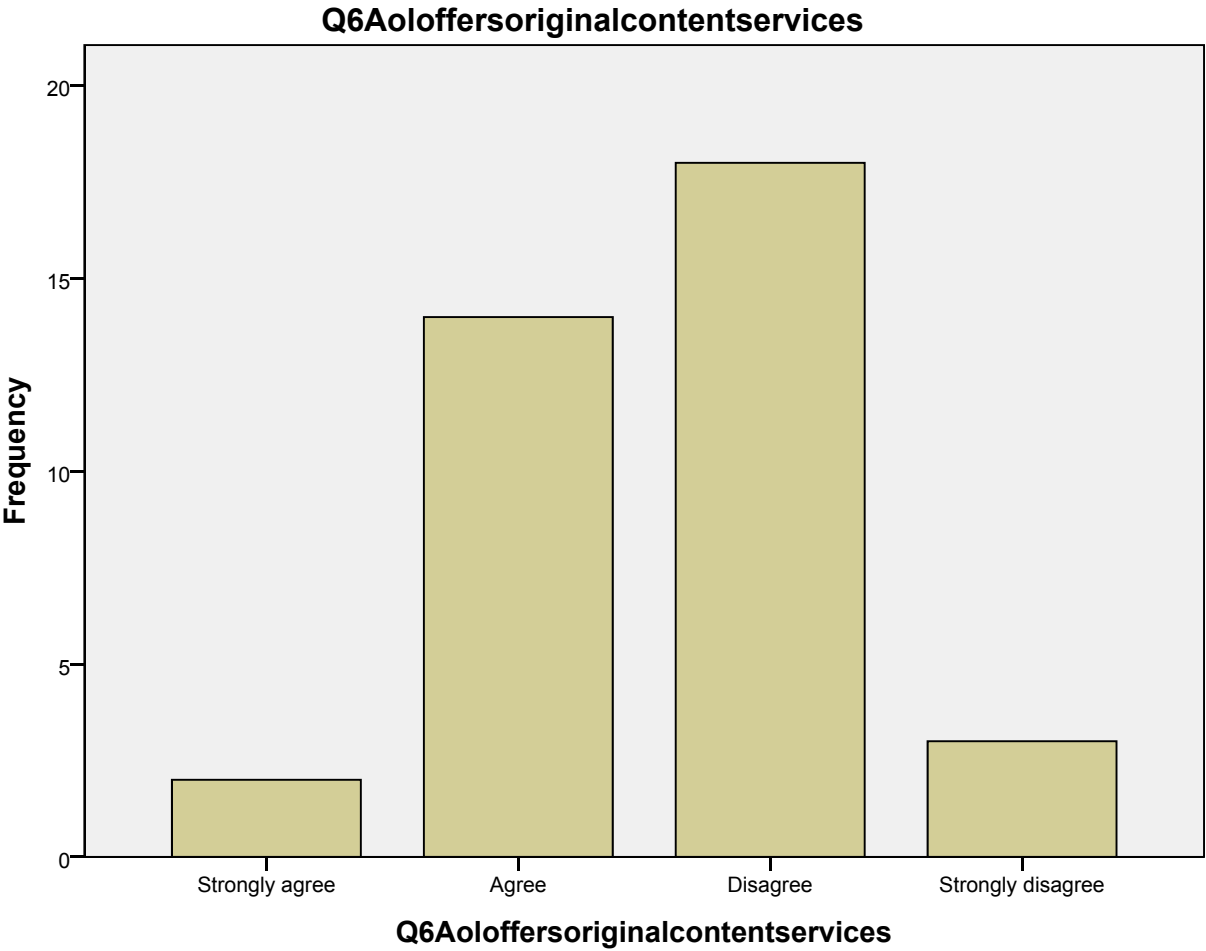
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	15	26.3	40.5	45.9
	Disagree	20	35.1	54.1	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

**Q6Aoloffersoriginalcontentservices**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	3.5	5.4	5.4
	Agree	14	24.6	37.8	43.2
	Disagree	18	31.6	48.6	91.9
	Strongly disagree	3	5.3	8.1	100.0
	Total	37	64.9	100.0	
Missing	System	20	35.1		
Total		57	100.0		

## Bar Chart





positive negative descriptive

Q5 - Why do you feel this way?

Because the old look was just so 80s-90s

It s now sleeker but weirder and less descriptive

I like the one on the right. It looks like a logo not a random image.

more color

It used to be an instantly-recognizable brand.

updated not so corporate looking

So much better because of reasons stated above.

It seems like established though when you use to think AOL it was the triangle logo now AOL has the fish the rockerhand etc (too many!)

The blue triangle and white circle were clear and were immediately connected with AOL. They made a serious - though a bit boring - impression.

because the new identities are more catchy. The old ones are very regular and not necessarily something you d remember.

I don t like the old look but I feel it gave a slightly more accurte image of Aol. It s as if they felt they needed to change so just chose random photos and stuck Aol on them.

It is better now because it is keeping up with the times.

Its actually hard to define. I cant really think about the company when I look at the new visual identity.

The old ones are dull cold and ... blue

it look a little as if they ve gone from yaaay we re a faceless corporation to yaaay we re a faceless corporation with a fish

It is now more visually attractive and we can feel it was handled by a neat art director. However the branding of the company is still equally bad.

The new ones are just really strange

Time for a change old outdated but I doubt their attitude will change in keeping with their new image!

Previous box explains it

Upbeat

at least neutral association before

more artisit more unique overall visually nicer

clean. simple.

More visually appealing.

Ah I see you were messing with me in regards to the previous images. First you show crap then the decent stuff looks so much better. The previous images are way better - illuminatii pyramid with teh all seeing ey or crescent moon - much better

Honestly I am not that familiar. The old logos do look a bit outdated but the new ones are dorky.

Not as dynamic

maybe being distracted by the pictures doesn the pictures in the last one distract from the pure message of it being three letters stating America online

it doesn t seem to clearly identify itself

The above samples are clear and concise and therefore professional.

its a bit boring

Most modern companies aim for simplicity and a recognizable form. AOL had this with the triangle but **the new visual identity lacks.**

its **new fresh look**

See comment above. If they want to be relevant they should have updated their technolgy and focus. Also the old logo looked much more professional.



**Table I: Codes from interview 1**

<b>Old Aol</b>	<b>New Aol</b>	<b>Desired features</b>	<b>Google</b>
Free CDs Subscription Plain Navy blue logo Block letters “movement” logo Triangle Not fancy Not visually appealing Early internet Aol users Windows 95 American Online I didn’t like it	News Weather Social media Goal to gain users Graphically appealing attractive Cool Bright colours Optimistic images Looks good Fresh Modern Current internet Internet users Integrated with the rest of the internet Mac reminder Aol Fairly customizable Problems with customization More obvious customization Interactive ad Enhanced by Google It could be better	Customize Look pretty Broader world perspective North American	Customize Easiest to use Easy for anybody to accept Plain It doesn’t bother me Calm Personalized Less ads Customize Search engine Grade 12 biology teacher recommended it Reputation trust

**Table II: Codes from Interview 2**

Old Aol	New Aol	Desired features	Google
Free CDs More work than it was worth Frustration Not pliable 10 years ago Cannot remember visual identity	User friendly Easy to use Easy to adopt Keep up with the market Around for a long time Likes that Aol is out there Easy to look at Colours Upbeat Updated Need a reason to change	Snapshot of local and global news Relevant Quick Easy to use Provide good information Local weather Carrot motivation	<i>I2 did not mention anything about current web portal</i>


**Table III: Codes from Interview 3**

New Aol	Desired features	Google
Finance Weather News Global Problem with stock currency Weather in Fahrenheit Problem with finding Aarhus weather Yoga of the month American news Customizable Many topics US Visual identity does not make sense Dislikes blue troll Lots to look at Changing Sliding images Images all over repelling Confusing Too much information Intimidating Decision making Lack of focus Unique Would take time to get to know Does not think he would be able to use majority of applications on Aol website America online Would not switch	Easy to use Speed Connecting to the world Better product English Would need to be significantly better than google	Google earth Search engine Google calendar Maps Basic design Google logo changes sometimes Search for news easily Easy to use Google does not overload with news Recommended Relaxed Innovation Usability Mentioned often Familiar Nothing wrong with google

**Table IV: Codes from Interview 4**


New Aol	Desired features	Google
Britany Spears Easily digestible news Fun things to do Yoga exercises Ads Looked very American Very comprehensive Massive amounts of information Superficial information Less information Targeted at a younger audience Different age group Childlike To reach as wide an audience as possible More serious look Looks professional Too commercial User friendly Personalize Use all their energy on entertaining Controlled by other companies Indirectly or directly influenced	Make my own decision about what information I need Danish or English Simple overview Easy to overview Not too many things popping up and moving around User friendly Not looking for online entertainment Would have to be something that I really thought was better	Search Very simple Not bombarded with lots of stuff I am happy with Google Do not feel the need to change

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Jae C. Hong, AP

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## Entertainment News



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