

## **APPENDIX D**

### **DISTRIBUTIONS OF LIKERT SCALE DATA**

The survey participants responded to the questions using the following Likert scale:

1 = strongly disagree

2 = disagree

3 = neutral/undecided

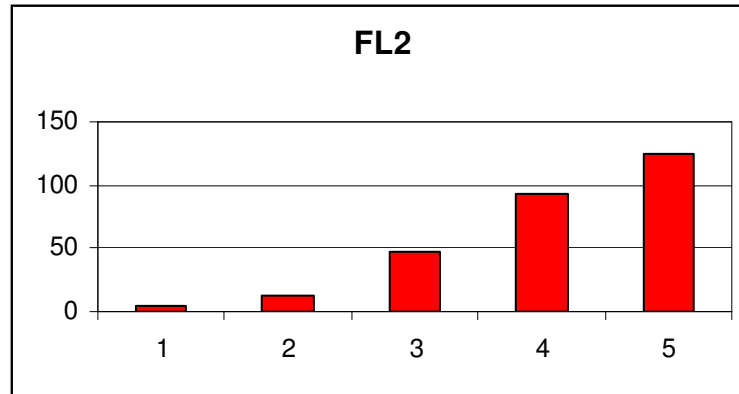
4 = agree

5 = strongly disagree

The information for each item is presented in the following format: (1) restatement of the question asked, (2) a bar chart showing frequency of responses, and (3) notes for normality of distribution and summaries of percentages in each response category.

Overall, I enjoyed the virtual tour (FL1).

Distribution of responses for FL2

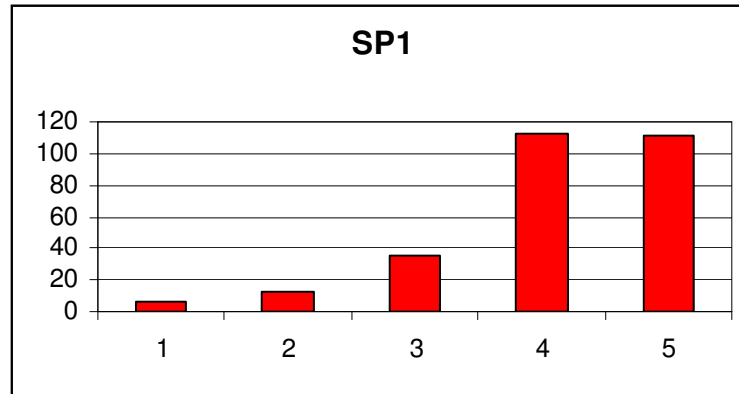


Notes:

1. More than two-thirds of the responses to this question were positive.  
Distribution of responses: skewness = -1.007, kurtosis = 0.560.
2. 17 respondents (6.05%) did not enjoy the virtual tour. 1.42% of the respondents felt strongly that they did not enjoy the tour.
3. 77.23% of the respondents enjoyed the virtual tour. 44.13% of the respondents felt strongly that they enjoyed the virtual tour.
4. 16.73% of the responses were neutral.

The Web site's speed is fast (SP1).

Distribution of responses for SP1

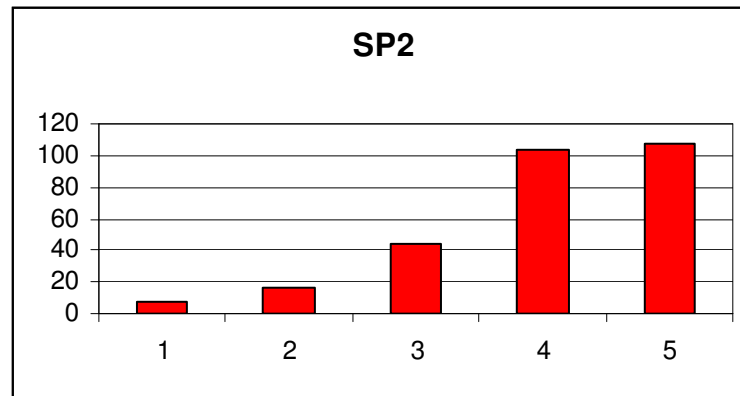


Notes:

1. Distribution of responses: skewness = -1.170, kurtosis = 1.275.
2. 2 responses (0.71%) were missing.
3. 19 respondents (6.77%) disagreed with the comment that the Web site was fast; 2.14% strongly disagree that the Web site was fast.
4. 79.71% of the respondents thought that the Web site was fast; 39.50% of the respondents felt strongly so.
5. 12.81% of the responses were neutral.

There is little waiting time for the web pages to load (SP2).

Distribution of responses for SP2

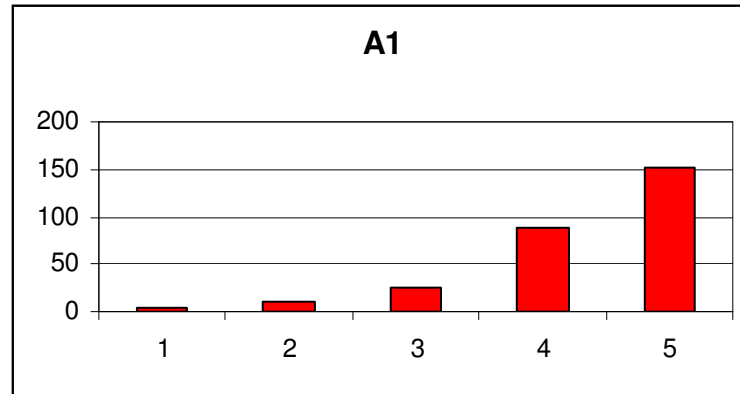


Notes:

1. Distribution of responses: skewness = -1.031, kurtosis = 0.634.
2. 2 responses (0.71%) were missing from this item.
3. 25 respondents (8.90%) disagreed that there was little waiting time for pages to load on their computer; 2.85% strongly disagreed that there was little waiting time for the Web pages to load on their computer.
4. 74.37% of the respondents felt that there was little waiting time for pages to load on their computer; 38.08% of the respondents felt strongly this way.
5. 15.66% of the respondents responded neutral.

The web site is interesting (A1).

Distribution of responses for A1

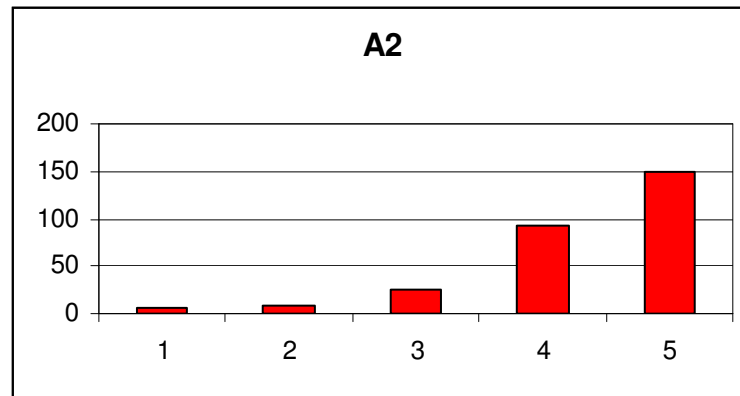


Notes:

1. Distribution of responses: skewness = -1.532, kurtosis = 2.220.
2. There was one missing value.
3. 16 respondents (5.69%) felt that the web site was not interesting.
4. 239 respondents (85.06%) thought that the web site was interesting; 53.74% of the respondents felt strongly so.
5. 25 of the respondents (8.9%) chose neutral.

The design of the Web site is attractive (A2).

Distribution of responses for A2

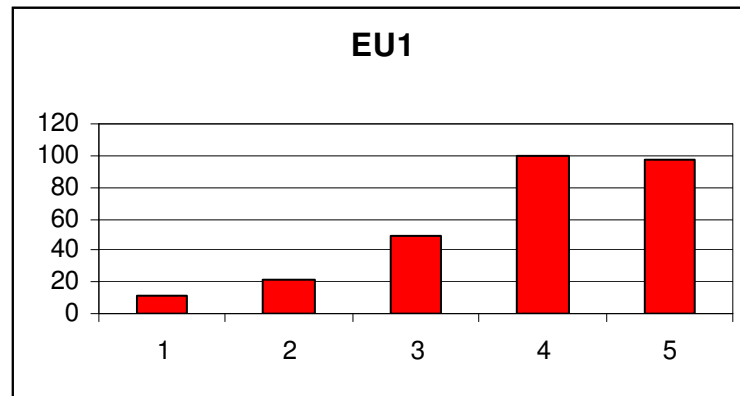


Notes:

1. Distribution of responses: skewness = -1.621, kurtosis = 2.708.
2. 15 respondents (5.34%) 7 respondents did not feel the design of the Web site was attractive; 2.49% of the respondents felt strongly this way.
3. 85.76% of the respondents thought that the design of the Web site was attractive; 53.02% of the respondents felt strongly that the design of the Web site was attractive.
4. 8.9% of the respondents were neutral.

I had no problem finding what I wanted (EU1).

Distribution of responses for EU1

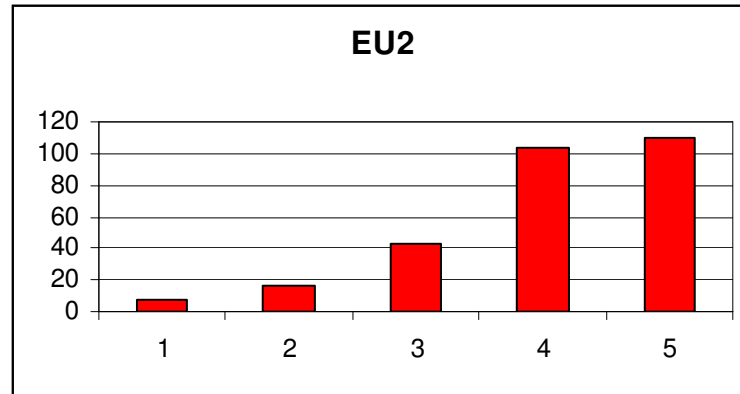


Notes:

1. Distribution of responses: skewness = -0.920, kurtosis = 0.228.
2. 2 responses (0.71%) were missing.
3. 33 (11.74%) respondents that felt that they had problems with finding what they wanted from the Web site; 4.27% of the respondents felt strongly about it.
4. 70.11% of the respondents felt that they had no problem with finding what they wanted from the Web site; 34.52% of the respondents felt strongly so.
5. 17.44% responses were neutral.

Navigation of the Web site was simple and easy (EU2).

Distribution of responses for EU2



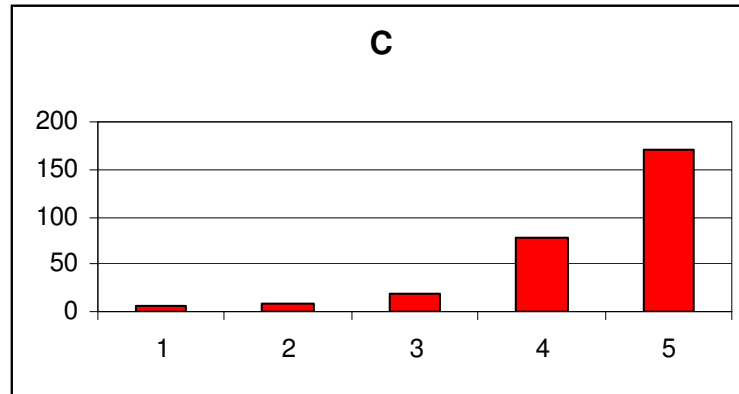
Notes:

1. Distribution of responses: skewness = -1.051, kurtosis = 0.720.
2. 2 responses (0.71%) were missing.
3. 23 respondents (8.18%) felt that it was not easy to navigate the Web site; 2.49% felt strongly about it.
4. 75.80 % of the respondents felt that navigation of the Web site was easy; 39.15% of the respondents felt strongly about it.
5. 15.30% respondents were neutral.



The Web site provided some information that was new to me (C).

Distribution of responses for C

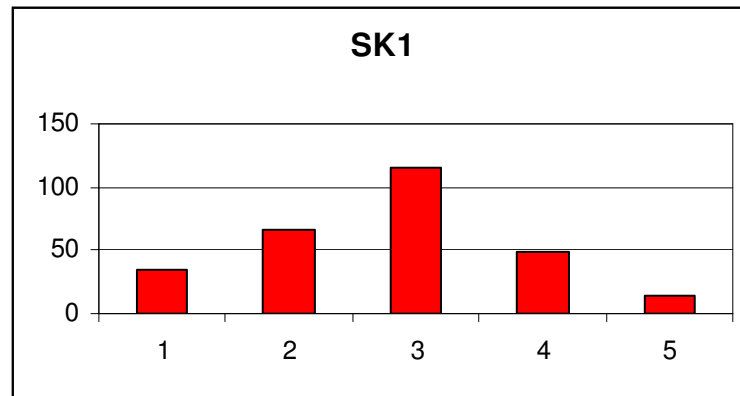


Notes:

1. Distribution of responses: skewness = -1.871, kurtosis = 3.608.
2. 14 respondents (4.99%) did not think that the Web site provided something new to them. 2.14% of the respondents felt strongly about it.
3. 88.26% of the respondents felt that the Web site provided something new to them. 60.50% of the respondents felt strongly that the Web site provided information that was new to them.
4. 6.76% (19) of the responses were neutral.

I consider myself to be a knowledgeable birder (SK1).

Distribution of responses for SK1

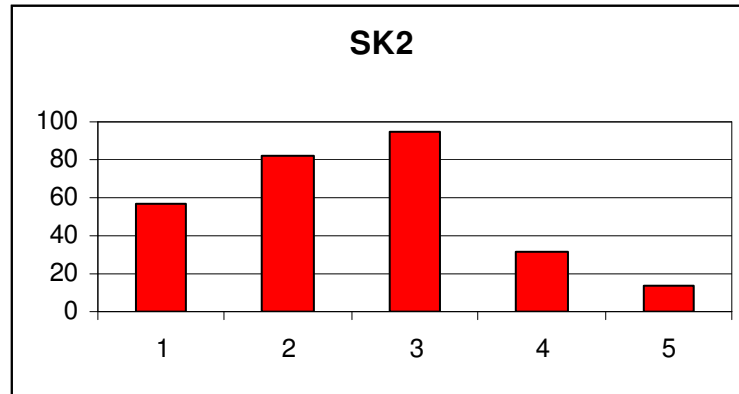


Notes:

1. Distribution of responses: skewness = 0.032, kurtosis = -0.385.
2. 1 response (0.36%) was missing.
3. 100 respondents (35.59%) did not consider themselves as being knowledgeable birders. 12.10% felt strongly that they were not knowledgeable birders.
4. 22.78% of the respondents considered themselves as being knowledgeable birders. 5.34% of the respondents felt strongly that they were knowledgeable birders.
5. 41.28% of the respondents felt that they were neither, knowledgeable, or not knowledgeable birders (neutral).

I know a lot about the Texas coastal region (SK2).

Distribution of responses for SK2

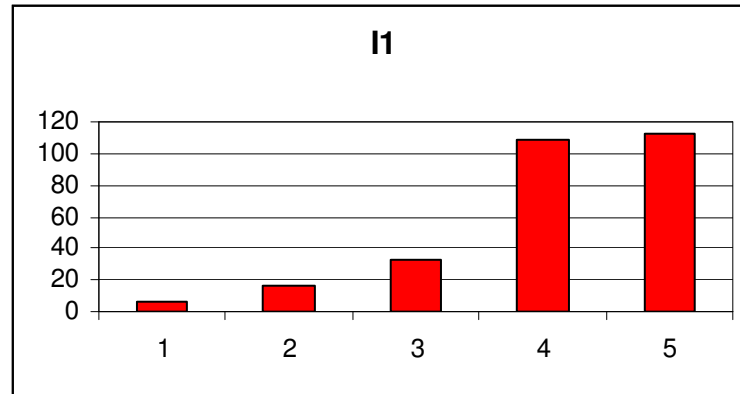


Notes:

1. The overall responses to this question tended to be negative (skewness = 0.339, kurtosis = -0.442).
2. 1 response (0.36%) was missing.
3. 139 respondents (49.46%) did not think that they knew much about the Texas coast.
4. 16.37% of the respondents believed that they knew a lot about the Texas coast. 4.98% of them believed strongly that they know a lot about the area.
5. 33.81% of the responses were neutral, suggesting that they know something about the area, but not a lot.

I felt that I has the freedom to go anywhere in the Web site (I1).

Distribution of responses for I1

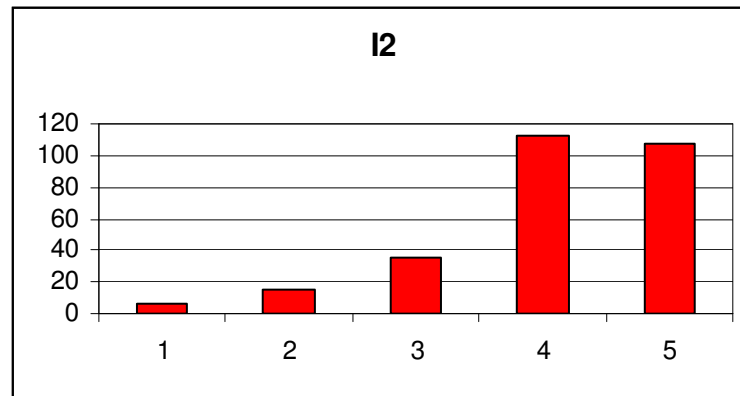


Notes:

1. Distribution: skewness = -1.173, kurtosis = 1.105.
2. 4 (1.42%) responses were missing.
3. 22 respondents (7.83%) did not feel the freedom to go anywhere in the Web site. 2.14% felt strongly about this point.
4. 79.00% of the respondents felt that they had the freedom to go anywhere in the Web site. 40.21% of the respondents felt strongly this way.
5. 33 responses (11.74%) were neutral.

Interacting with the web site was easy (I2).

Distribution of responses for I2

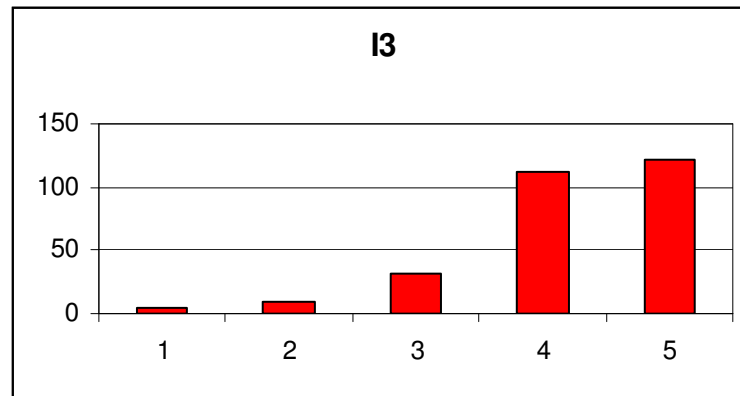


Notes:

1. Distribution of the responses: skewness = -1.144, kurtosis = 1.114.
2. 5 (1.78%) responses were missing.
3. 50 respondents (17.80%) did not feel that interacting with the Web site was easy. 2.14% of the respondents felt strongly that interacting with the Web site was not easy.
4. 78.29% of the respondents felt that interacting with the Web site was easy. 38.43% of the respondents felt strongly about it.
5. 12.46% of the responses were neutral.

The Web site's response to my actions (such as clicking a link) was fast (I3).

Distribution of responses for I3

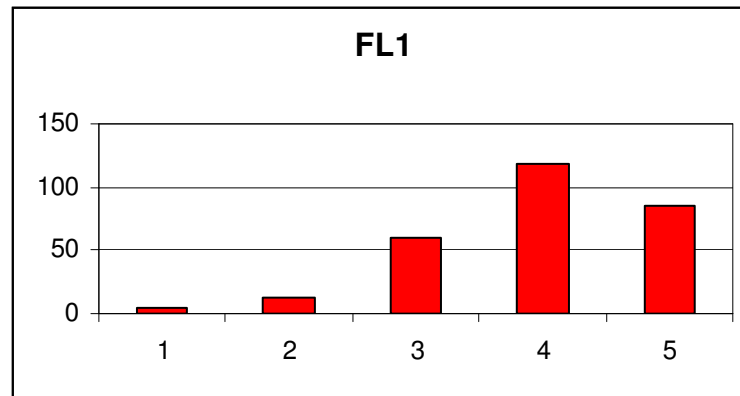


Notes:

1. Distribution of responses: SKEWNESS: = -1.259, KURTOSIS = 1.785.
2. 3 responses (1.07%) were missing.
3. 13 respondents (4.62%) did not think that the Web site responded fast to their actions. 1.42% (4) of the respondents felt strongly about it.
4. 83.28% of the respondents thought that the Web site responded quickly to their actions. 43.42% of the respondents felt strongly so.
5. 11.03% of the respondents felt neutral about this statement.

While I was browsing the Web pages, time seemed to go by very quickly (FL1).

Distribution of responses for FL1

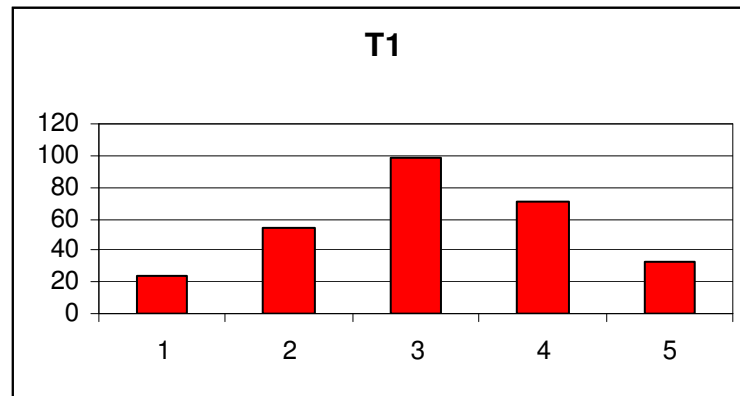


Notes:

1. Over two-thirds of the responses to this question were positive.  
Distribution of responses: skewness = -0.738 kurtosis = 0.420.
2. 2 responses (0.71%) were missing.
3. Only 16 respondents (5.69%) did not feel that time passed quickly 1.42% of the respondents felt strongly that time did pass very quickly.
4. 72.24% of the respondents felt that time seemed to go by very quickly.  
30.25% of the responses felt strongly this way.
5. 21.35% of the responses to this item were neutral.

While browsing the Web site, I was not aware of my immediate surroundings (T1).

Distribution of responses for T1



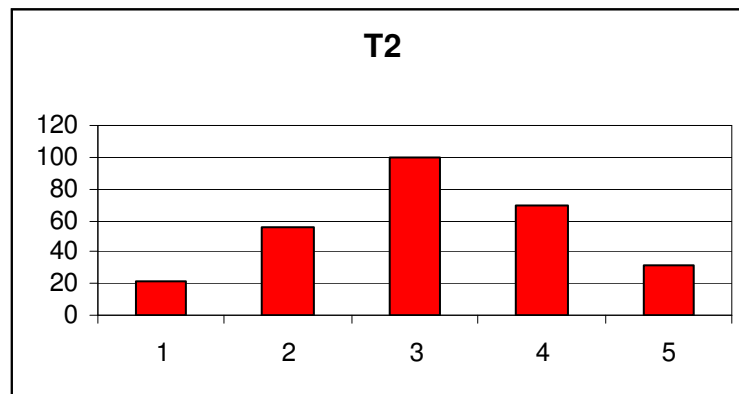
Notes:

1. Responses to this question were mixed. Distribution of the responses:  
SKEWNESS = -0.108, KURTOSIS = -0.619.
2. 78 respondents (27.76%) were somewhat aware of their immediate surroundings. 8.54% of the respondents felt strongly that they were aware of their immediate surroundings.
3. 37.01% of the respondents felt that they were not aware of their immediate surroundings while browsing the Web site. 11.74% of the respondents felt strongly that they were unaware of their immediate surroundings.
4. 35.23% of the respondents felt they were in the state of between being aware and unaware of their immediate surroundings.



I felt that I was in the world created by the Web site – the Texas Coastal Birding Trail (T2).

Distribution of responses for T2

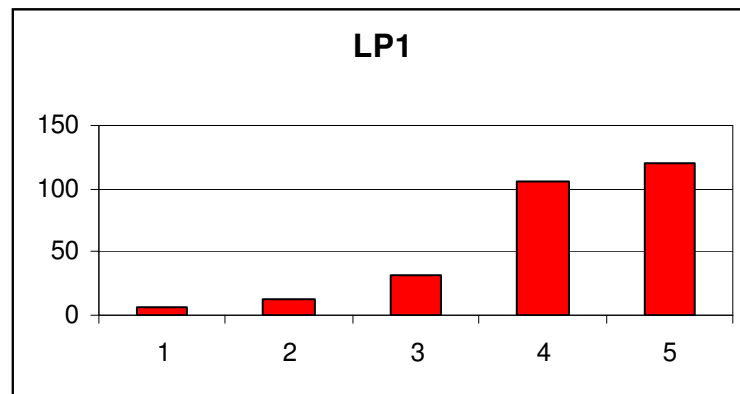


Notes:

1. Responses to this question were mixed. Distribution of responses:  
skewness = -0.081, kurtosis = -0.590.
2. 2 responses (0.71%) were missing.
3. 78 respondents (27.76%) did not feel that they were in the world created by the Web site. 7.83% of the respondents felt strongly so.
4. 35.94% of the respondents felt that they were in the world created by the Web site. 11.03% of them felt strongly about it.
5. 35.59% of the responses felt that they were in between the states of being in the world created by the Web and aware of their immediate surroundings.

After visiting the Web site, I feel that I have learned more about the birding resources along the Texas coast (LP1).

Distribution of responses for LP1

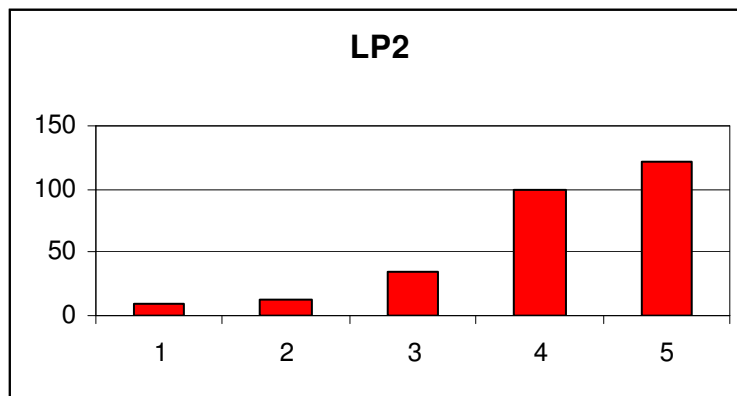


Notes:

1. Distribution of responses: skewness = -1.278, kurtosis = 1.467.
2. 3 responses (1.07%) were missing.
3. 45 respondents (16.02%) felt that after visiting the Web site, they had not learned more about the birding resources along the Texas coast. 2.49% felt strongly about this.
4. 80.42% of the respondents believed that they had learned more about the birding resources along the Texas coast from the Web site. 42.70% of the respondents felt strongly so.
5. 11.39% of the responses were neutral.

I have gained more knowledge about the Texas coast after visiting the Web site.

Distribution of responses for LP2

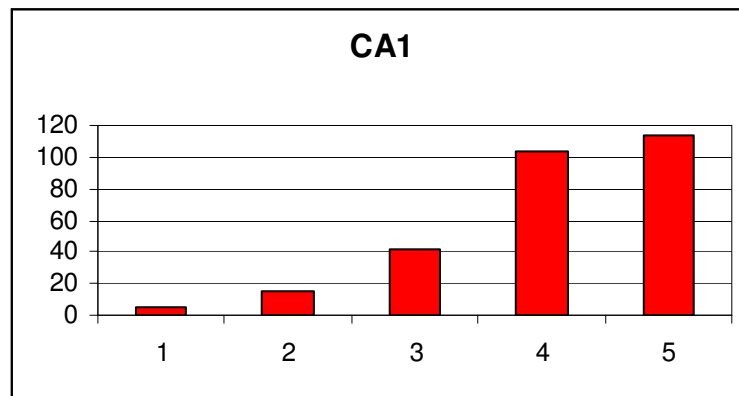


Notes:

1. Distribution of responses: skewness = -1.264, kurtosis = 1.290.
2. 3 responses (1.07%) were missing.
3. 22 respondents (7.83%) did not feel that they had gained more knowledge about the Texas coast after visiting the Web site. 3.20% felt strongly this way.
4. 78.65% of the respondents believed that they had learned more about the Texas coast after visiting the Web site. 43.06% felt strongly so.
5. 12.46% responses were neutral.

After visiting the Web site, I want to find out more about the Great Texas Coastal Birding Trail (CA1).

Distribution of responses for CA1

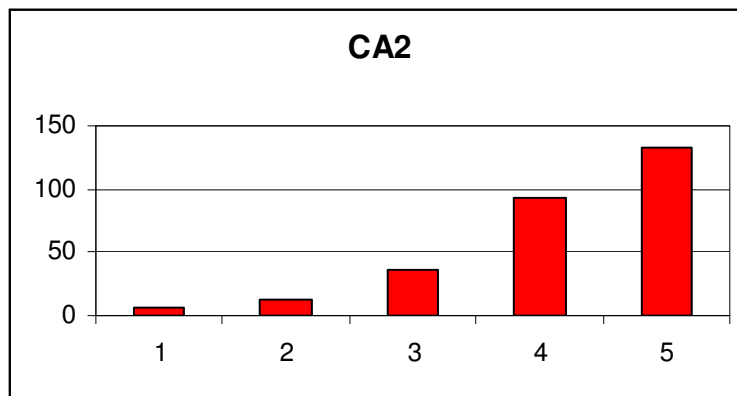


Notes:

1. Distribution of responses: skewness = -1.044, kurtosis = 0.739.
2. 2 responses (0.71%) were missing.
3. 20 respondents (7.12%) did not want to find out more about the Great Texas Coastal Birding Trail. 1.78% of the respondents felt strongly about it.
4. 77.22% of the respondents wanted to find out more about the Great Texas Coastal Birding after visiting the Web site.
5. 14.95% responses were neutral.

I will return to the Web site for birding information (CA2).

Distribution of responses for CA2

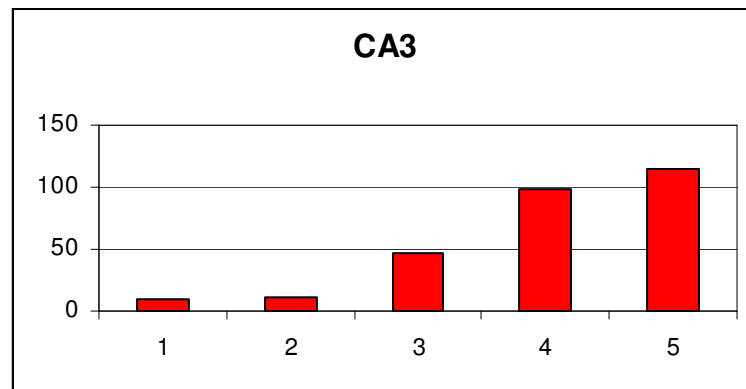


Notes:

1. Distribution of responses: skewness = -1.249, kurtosis = 1.269.
2. 1 response (0.36%) was missing.
3. Only 18 respondents (6.41%) believed that they would not come back to the Web site for birding information.
4. Up to 80.08% of the respondents believed that they would come back to the web site for birding information. 46.98% of the respondents believed strongly that they would come back to the Web site.
5. 13.17% of the responses were undecided.

After visiting this Web site, I am interested in visiting the Great Texas Coastal Birding Trail (CA3).

Distribution of responses for CA3

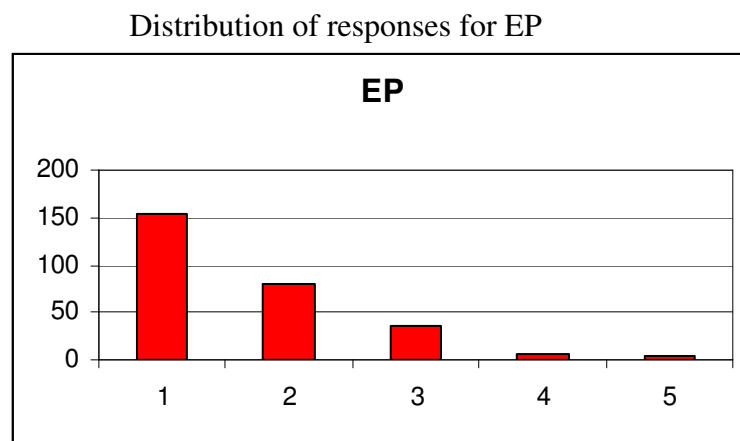


Notes:

1. Distribution of responses: skewness = -1.124, kurtosis = 0.922.
2. 1 response (0.36%) was missing.
3. 22 respondents (7.8%) did not think that the Web site had stimulated their interest in visiting the birding trail.
4. 75.45% of the respondents believed that they would visit the Great Texas Coastal Birding Trail after they visited the Web site.
5. 16.37% of the respondents were undecided.

How often have you visited virtual tour web sites (EP)?

- 1 Never before
- 2 Once every several months
- 3 Once every several weeks
- 4 Once a week
- 5 More than once a week



Notes:

1. The overall responses show that most respondents did not have much experience with virtual tour web sites (skewness = 1.387, kurtosis = 1.761).
2. 154 respondents (54.80%) responded that they had never visited a virtual tour web site before.
3. 80 respondents (28.47%) responded that they had been to a virtual tour web site once every several months.
4. 36 people respondents (12.81%) responded that once every several weeks

5. Only 11 respondents (3.19%) were more experienced with virtual tour web sites. 4 (1.42%) of the respondents responded that they visited virtual tour web site more than once a week