



Summary of the survey

National Gallery of Slovenia
7 May 2021

Statistics in short ...

- Number of all records: 356
- Number of fully completed surveys: 182
- Prevailing gender: female (85%)
- Prevailing education level: university (94 %)
- Age structure of participants quite evenly dispersed:
 - * 35-54 (41 %)
 - * 18-34 (33 %)
 - * 55 > (27 %)

Answers to the survey questions regarding the app

- Developing an application that lets people express their emotions about the cities is:

Definitely a good idea (A	87	47,80%
A good idea (A2)	77	42,31%
Neither good nor bad ide	16	8,79%

Answers to the survey questions regarding the app

- How do you think that the stories and emotions connected to the personally significant places have the potential to design future tourism services?

How do you think that the stories and emotions connected to the personally significant places have the potential to design future tourism services? Please briefly explain why?		
Answer	Count	Percentage
Definitely agreed (A1)	0	0,00%
Agreed (A2)	0	0,00%
Neither agreed nor disagreed (A3)	1	50,00%
Disagreed (A4)	1	50,00%
Definitely disagreed (A5)	0	0,00%
Comments	1	50,00%
No answer	0	0,00%
ID	Response	
	184	Za takšne stvari obstaja že mnoooogo aplikacij.

Answers to the survey questions regarding the app

- "When you visit a place, how likely do you tend to express your emotions about the following categories?"

	Most Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Most Unlikely
Sports in the city					
Plant and nature in the city					
Food & drink in the city					
Travel & places in the city					
Transport in the city					
Weather in the city					
Arts & crafts in the city					
Country					

Answers to the survey questions regarding the app

- "How likely are you to be able to express your **positive** emotions about the city?"

	Most Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Most Unlikely
Happy					
Joyful					
Romantic					
Excited					
Proud					
Inspired					
Hopeful					
Peaceful					
Surprised					
Relaxed					
Nostalgic					

Answers to the survey questions regarding the app

- "How likely are you to be able to express your **negative** emotions about the city?"

	Most Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Most Unlikely
Sad/Unhappy		█	█	█	
Fear		█	█	█	
Anger		█	█	█	
Ashamed			█	█	█
Worried		█	█	█	
Boredom		█	█	█	
Disgust					█
Guilt				█	█
Dissapointment		█			
Uncomfortable		█			

Answers to the survey questions regarding the app

- "How likely do you prefer using the following options to express your emotions?"

	Most Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Most Unlikely
Emojis	■	■			
Stickers			■	■	
Hashtags			■	■	■
Stories		■	■	■	

Answers to the survey questions regarding the app

- "How likely do you prefer playing a game based on personal stories and emotions shared in the App?"

Most frequent answer: **LIKELY** and **NEITHER LIKELY NOR UNLIKELY**

Answers to the survey questions regarding the app

- "How likely do you think the following options are convenient for you to tell your story about the city while using the App?"

	Most Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Most Unlikely
Text					
Photo					
Audio					
Short video					

Answers to the survey questions regarding the app

- "How would you like to get rewarded for your contribution, comments, and stories?"

	I definitely like it	I like it	Neither I like nor I dislike it	I dislike it	I definitely dislike it
Open badges					
Certificates					
Points					

Answers to the survey questions regarding the app

- "How likely do you prefer as a user that the App allows each of these following options?"

	Most Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Most Unlikely
To share your profile (visited places, emotion, etc.) with your friends/other users on this app					
To publish your stories on your social media accounts?					
To interact with other people's stories					
To facilitate a real event with the help of the app (not a virtual event)					
To have a real connection with people in the same place at the same moment					
To visualize a map with emotions expressed by others					
To consult a thematic map to understand better the personal and, emotional relationship that people currently have in the city					

Answers to the survey questions regarding the app

- "How likely would you be interested in visiting/learning about places (in the city) that triggers those emotions in you?"

	Most Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Most Unlikely
Extreme negative emotions connected to you?					
Extreme positive emotions connected to you?					

Answers to the survey questions regarding the app

- "How likely do you agree that the different types of emotions connected to a specific place in the city arouse your curiosity to explore the stories and places?" Most frequent answer: **LIKELY**
- Comments: "because I seek new experiences", "learning new things", "because a good recommendation is always useful" ...
- "How likely do you think that sharing stories, videos, pictures and interacting (like commenting, tagging...) through an app may connect you to the city?" Most frequent answer: **LIKELY**
- Comments: "sharing makes it more memorable", "sharing makes you more connected, "out of curiosity", "already thinking about it makes the connection,, ...
- "How likely do you think that sharing stories, videos, pictures and interacting through an app may change your emotions about the city?" Most frequent answer: **LIKELY**
- Comments: "because of the experiences of others", "because you can see a place from other perspective" "you can find places you overlooked" ...

Answers to the survey questions regarding the app

- "How likely do you think that sharing stories, videos, pictures and interacting through an app may positively change your perceptions about the city?" Most frequent answer: **LIKELY**
- Comments: similar to the previous question (Yet some are commenting, that they are unlikely to change their perceptions ... perhaps only a very negative connotation would change their opinion)
- "How likely do you think that sharing stories, videos, pictures and interacting through an app positively influence the destination image?" Most frequent answer: **LIKELY**
- Comments: "good opinions, nice pictures, videos ... always make a good showcase, a positive based promotion,, ..."

Answers to the survey questions regarding the app

- "How likely are you to visit a new location in the city based on the following options?"

	Most Likely	Likely	Neither Likely Nor Unlikely	Unlikely	Most Unlikely
Social media post					
Media mention					
Recommendation of a friend					
Recommendation of a family member					
Advertisement					
Trying soemthing new					
An event is happening there					
Capturing/experiencing new emotions					

Conclusion

- The survey was completed by mostly highly-educated women, most of them between 18-54 years old
- Most are willing to participate and to share their emotions and stories about places
- Most of participants are likely to share (or learn about) positive, but not negative emotions
- For expressing and sharing their emotions participants would most often use emojis and stories, further on texts and photos, but not audio recordings
- Most of them are ambivalent towards the reward for their contribution
- In general, participants feel that sharing/interacting through an app may arouse their curiosity about places and connect them to their city ... through the answers we get quite a positive vibe.