

Stage of influence	Question																				
Concentrating (aware)	What was the most prominent element on this page?																				
Learning (informed)	What do you think this page was about?																				
Desiring (motivated)	Name one benefit of using this website.																				
Deciding (intent)	How did this page help you to decide your next step?																				
Trusting (confident)	<p>Circle how trustworthy this page appeared? (Write N/A if you can't answer)</p> <table border="1" data-bbox="430 932 1871 1013"> <thead> <tr> <th colspan="5" data-bbox="430 932 863 971">Not Trustworthy</th> <th colspan="5" data-bbox="1444 932 1871 971">Very Trustworthy</th> </tr> </thead> <tbody> <tr> <td data-bbox="430 971 575 1013">1</td> <td data-bbox="575 971 720 1013">2</td> <td data-bbox="720 971 863 1013">3</td> <td data-bbox="863 971 1008 1013">4</td> <td data-bbox="1008 971 1152 1013">5</td> <td data-bbox="1152 971 1297 1013">6</td> <td data-bbox="1297 971 1442 1013">7</td> <td data-bbox="1442 971 1587 1013">8</td> <td data-bbox="1587 971 1732 1013">9</td> <td data-bbox="1732 971 1871 1013">10</td> </tr> </tbody> </table> <p>Why do you feel this way?</p>	Not Trustworthy					Very Trustworthy					1	2	3	4	5	6	7	8	9	10
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1	2	3	4	5	6	7	8	9	10												
Acting (short term)	<p>What is the next step, that this website wants you to take?</p> <p>Is this website easy to use?</p>																				
Maintaining (long term)	Why are you continuing to use this website?																				
Abandoning (no behavior)	Why have you stopped using this website?																				